

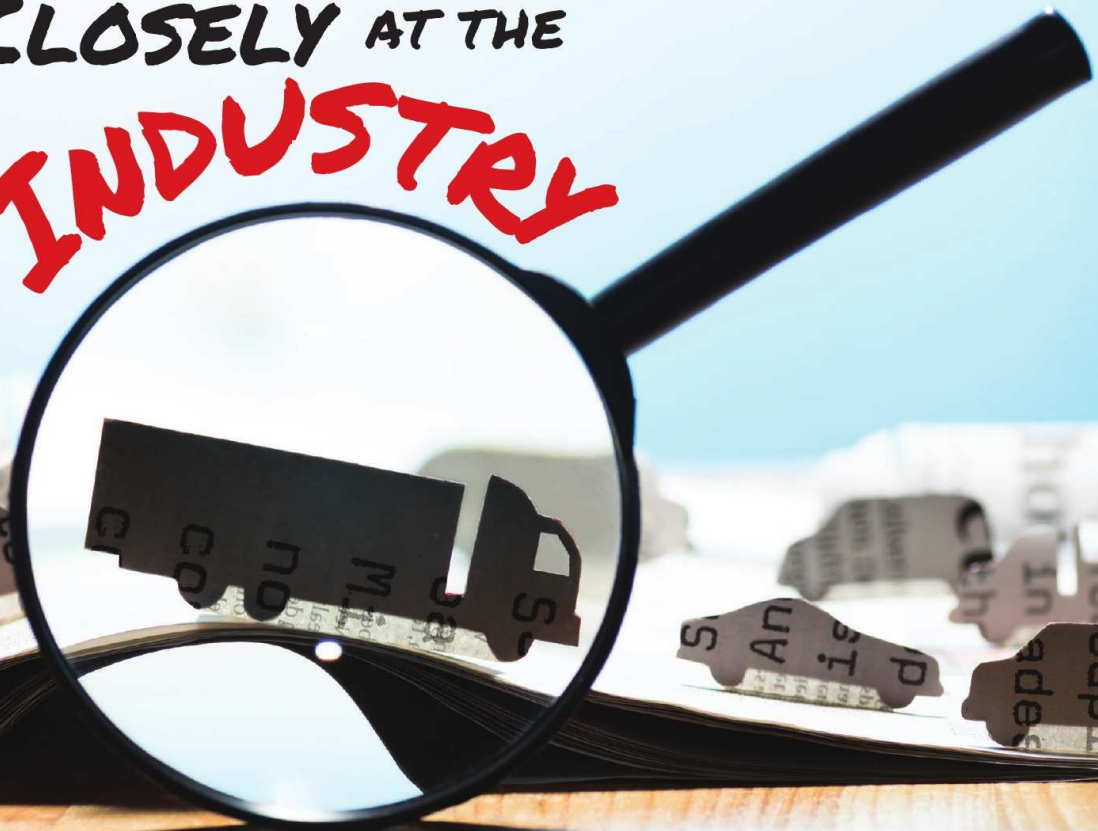
THE PRIVATE TRUCK FLEET MAGAZINE

Spring 2020
vol. 8 issue 1

private

MOTOR CARRIER

LOOKING
CLOSELY AT THE
INDUSTRY



PM #40065075

After the Auditor General's Report
What's Next for the
Ministry and Industry
Pg. 18

Frustrated by COVID-19
Recovering and
Preventing Business Losses
Pg. 32

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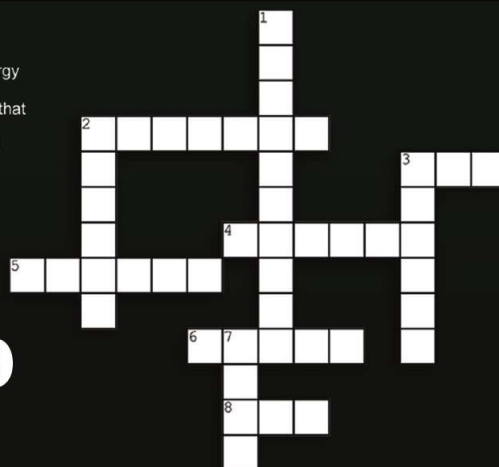
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Horizontal

2. Mechanism for venting gases from an internal combustion engine.
3. Filters that typically remove 85% or more of the soot.
4. Unit, a better term is force couple.
5. Adjustment or modification of the internal combustion engine or Engine Control Unit (ECU).
6. Turbine-driven forced induction device that increases an internal combustion engine's efficiency and power.
8. Works by recirculating a portion of an engine's exhaust gas back to the engine cylinders.

Vertical

1. Unit of measurement of power.
2. Machine designed to convert one form of energy into mechanical energy.
3. Combustible or energy-generating molecules that can be harnessed to create mechanical energy.
7. Used to reduce the NOx pollutants in exhaust gases.



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FEATURES

7
President

7
Chairman

8
Conference and AGM

10
2020 Awards Season

14
Member Profile

14

17 | International Roadcheck 2020

**18 | After the Auditor General's Report:
What's Next for the Ministry and Industry**

**21 | Truck Drivers: Canada's Everyday Heroes
in the Fight Against Human Trafficking**

23 | TTSAO Conference Recap

**28 | Indigenous People, the Driver Shortage
and Trucking HR Canada's Recruitment
and Retention Roadmap**

**30 | The PMTC's Online Drivers' Academy:
The Interactive Training Experience
Speaks to All Learning Styles**

23

34
Risk Management

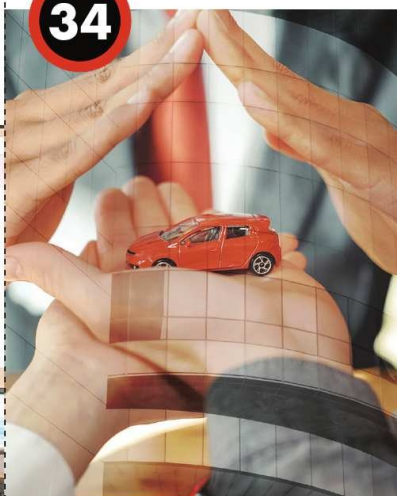
39
Human Resources

41
Fleet Speak

47
In the News

49
Reach Our Advertisers

34



THE PRIVATE TRUCK FLEET MAGAZINE
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MOTOR CARRIER

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Every Choice Counts

“THE RECENT FINDINGS IN the Auditor General Report in Ontario and Manitoba show that there are many shortcomings that need to be addressed and measures that have to be taken. The Ministry agrees with the Auditor General – that these issues need to be addressed – and has developed a strategic plan to address these matters within a sensible time frame.

Meanwhile, there are still carriers that are non-compliant, negligent of the law and a danger to themselves and others around them on the road.

From one industry professional to another, we need to think about every choice we make – on and off the road – and the results and repercussions that come when making that choice.

As the Ministry works through these presented issues, we can work together to ensure safety and compliance in other ways. Let's be mindful of the speed limits and the presented obstacles in and around a construction zone; be respectful of the work we're doing, the heavy lifting it involves, and the other vehicles, cyclists and workers whom share the road; and be industry leaders who are proud, safe and committed to our field.

Every choice counts and – with the help of our Provincial and Federal Governments and the upcoming International Roadcheck 2020, scheduled from May 5-7 – we'll do our part to be safe and compliant every day. ”

Mike Millian, President



**Mike
Millian**
PRESIDENT



**Brad
Fletcher**
CHAIRMAN

Connect, Learn and Celebrate the Industry

“OUR ANNUAL CONFERENCE, taking place at The Sheraton on the Falls in Niagara Falls, ON, from June 10-12, 2020, is coming up quickly and has an exciting line-up of speakers, seminars and events that raise awareness, encourage growth, embrace community and celebrate our industry.

On June 10, we'll host our AGM – exclusive to members – followed by Zavcor Training Academy-Young Leaders Group (YLG) Pre-Conference Cocktail Reception and Exhibitors' Showcase: for sponsors, speakers, Board members, YLG members and conference attendees to connect and commence the beginnings of our signature event.

If you're a member, I highly encourage you to attend the AGM to learn about what your Council has been advocating on and working towards, learn about our operations and vote in the Board for the coming year.

If you're attending our Conference, I invite you to take full advantage of its offerings. This event presents a perfect opportunity to network, make new connections and gain new updates on industry developments – plus our Exhibitors' Showcase contains all the latest in products and services that are available in the market and for your workplace.

The 2020 Private Motor Truck Council of Canada Awards Program is also a significant part of this event – and on behalf of PMTC, I would like to thank our sponsoring member companies for partnering with us to recognize and honour the *Best in Trucking* through our awards program. These awards recognize excellence in trucking and we want to see YOUR company and employees rewarded for your dedication and commitment to the industry. To learn more and to nominate your company or a star employee, visit www.pmtc.ca.

The PMTC Conference would not be possible without the generous support of our sponsors. These companies put our industry first and we thank each and every one of them from the bottom of our hearts.

Thank you to our members, supporters and advocates for the industry – we look forward to seeing and celebrating with you at the Conference. ”

Brad Fletcher, Chairman

2020 PMTC CONFERENCE

June 10-12, 2020

Sheraton on the Falls

Niagara Falls, Ontario

See you there!

To register for the conference or for more information on becoming a partner,
please visit: www.pmtc.ca, email: info@pmtc.ca or call: 905-827-0587

AGENDA ANNOUNCED FOR PMTC'S 2020 CONFERENCE AND AGM

June 10-12, 2020 – Mark Your Calendar and Register Today

The Private Motor Truck Council of Canada (PMTc) has announced the full agenda and schedule for its 2020 Conference. "Each year, those who attend the PMTC Annual Conference tell us it is one of the best educational and networking values they receive in the transportation industry. We believe this year's line up of speakers continues to build on that reputation," says PMTC President **Mike Millian**. "Last year, we set new records for attendees and exhibitors and this year's event is shaping up to improve on those numbers even further." This year's conference will take place at The Sheraton on The Falls in Niagara Falls, ON. **Please note that rooms and special rates are limited so please book early.*

CONFERENCE AGENDA

JUNE 10

6 to 8 p.m. Zavcor Training Academy – Young Leaders Group Pre-Conference Cocktail Reception and Exhibitors' Showcase

JUNE 11

7 a.m. Registration and Coffee

8 a.m. Seminar I
Transportation Legal Update

9:15 a.m. Seminar II
Introduction to the 2020 PMTC Benchmarking Survey, sponsored by the Ontario Truck Driving School

10:30 a.m. Seminar III
Regulatory Updates from the Ministry of Transportation of Ontario
Regulatory Updates from the Federal motor Carrier Safety Administration

11:30 a.m. Exhibitors' Showcase

12:15 p.m. Luncheon
PMTc – CPC Logistics Canada Driver Hall of Fame
Rick Austin Memorial Dispatcher of the Year Award, sponsored by CPC Logistics Canada

1:45 p.m. Seminar IV
Young Leaders Group Sourced Panel: Electric Vehicles, The Future is Being Built Now

2:35 p.m. Young Leaders Group Bursary Awards
3 p.m. Seminar V
Data Analytics and Software for Efficiency and For Improving Your Customer's Experience

4:15 p.m. Exhibitors' Showcase

5:30 p.m. Chairman's Dinner
PMTc – AVIVA Private Fleet Safety Awards
PMTc – KRTS Driver Training Scholarship
Driven to Lead Graduation Ceremony

JUNE 12

7:30 a.m. Registration and Coffee

8 a.m. Breakfast
PMTc – 3M Vehicle Graphics Awards

9:15 a.m. Seminar VI
Truckers Against Human Trafficking (TAT)

10:30 a.m. Seminar VII
The Truth About Commercial Automobile Insurance

11:30 a.m. Closing Remarks

11:35 a.m. Conference Adjourns

****Please note the Conference agenda and schedule are subject to change without notice.***

For more information about the listed seminars/events or to register, please visit www.pmtc.ca.

For more information and sponsorship opportunities, please contact Annette Kieft at info@pmtc.ca or 905-827-0587. PMc



PMTC 2020 Awards Season Opens

The 2020 *Private Motor Truck Council of Canada Awards Program* is now open for entries. Each year the PMTC teams with member companies to celebrate the *Best in Trucking* through the presentation of awards that recognize excellence in trucking.

The awards are presented during the Annual Conference which, this year, takes place at The Sheraton on the Falls in Niagara Falls, ON, from June 10-12, 2020. Competition entry forms and information are available online at www.pmtc.ca.

The 2020 Awards Program includes:

The Rick Austin Memorial Dispatcher of the Year Award, Sponsored by CPC Logistics Canada

The Rick Austin Memorial Dispatcher of the Year Award was established in 2018 as a tribute to the memory of Rick Austin, Fleet Dispatcher at CPC, who passed away suddenly in March 2017. Rick was assigned to the John Deere Fleet.

This award is designed to help recognize the exceptional, and often under-appreciated, efforts of dispatchers who have made an outstanding contribution to their company in the past year or over the course of their career.

PMTC & 3M Vehicle Graphics Design Awards Competition

Sponsored by 3M, Canada's Commercial Graphics Division, the Annual Vehicle Graphics Design Awards recognize fleet operators and graphic design companies who graphically enhance their vehicles. Awards are presented in several categories. Please see our website for all categories.

PMTC & CPC Logistics Canada

Hall of Fame for Professional Drivers

The Hall recognizes superior, over the road performance of drivers employed by PMTC members. Someone in your organization, or someone you do business with may be a candidate for induction to the Hall, and we need you to nominate that person.

PMTC & AVIVA Canada Private Fleet Safety Awards

The Private Fleet Safety Awards program was created by the PMTC to encourage improved road safety and to promote best practices in private fleet safety management. The awards

recognize the private truck fleets most committed to safety improvement, especially where they exceed National Safety Code requirements. This competition is open to all Canadian private truck fleets. PMTC membership is not a requirement.

PMTC-KRTS Professional CMV Driver Training Scholarship

PMTC and KRTS will award a PMTC Member with a Professional Commercial Motor Vehicle Driver Training Scholarship which will cover the costs for the recipient to complete a full Training Program through KRTS, or another registered training provider should the candidate be from outside of Ontario. This program is an intensive minimum 200-hour course which, when completed, will arm the new Professional Driver with a high level of training, as set by the Professional Truck Driver Institute (PTDI) and the Truck Training Schools Association of Ontario (TTSAO) mandatory requirements. This course will provide the student with the skills and confidence necessary to become a successful Professional Driver. The award will help promote investment in the training needs of our great industry.

The PMTC Young Leaders Education Bursary Award

PMTC will award up to two PMTC Young Leaders an Education Bursary, which will cover the costs for the recipient to complete two of the four courses that are required to complete the PMTC Logistics Management Graduate Program.

This program is an intensive four-course program that, when completed, will equip the new emerging leader with the skills and confidence necessary to successfully climb the ranks in his or her company and become a successful leader in their organization. The award will help promote investment in the training needs of the future young leaders of our great industry.

Courses are selected from the CITT library of Certified Logistics Management courses.

For more information, contact: Annette Kieft

PMTC Executive Assistant & Member Services Coordinator
Private Motor Truck Council of Canada

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Fax: 905-827-8212

Email: info@pmtc.ca 



2020 AWARDS PROGRAM



Entries Open: January 1st, close on April 30th.
Full details and entry forms available at www.pmtc.ca

PMTC Annual Conference June 10 - 12th 2020

PMTC - 3M VEHICLE GRAPHICS DESIGN AWARDS
PMTC - AVIVA PRIVATE FLEET SAFETY AWARDS
PMTC - CPC LOGISTICS CANADA HALL OF FAME FOR PROFESSIONAL DRIVERS
PMTC - KRTS DRIVER TRAINING SCHOLARSHIP
PMTC - YOUNG LEADERS EDUCATION BURSARY
CPC LOGISTICS - RICK AUSTIN MEMORIAL DISPATCHER OF THE YEAR AWARD

PMTC - 3M VEHICLE GRAPHICS DESIGN AWARDS

Recognizes fleet operators and graphic design companies who graphically enhance their vehicles. Awards are presented in seven categories. PMTC membership is not a requirement.

PMTC - AVIVA CANADA PRIVATE FLEET SAFETY AWARDS

Created to encourage improved road safety and to promote best practices in private fleet safety management, the awards recognize the private truck fleets most committed to safety improvement, especially where they exceed National Safety Code requirements. Open to Canadian private truck fleets. PMTC membership is not a requirement.

PMTC - CPC LOGISTICS CANADA HALL OF FAME FOR PROFESSIONAL DRIVERS

The Hall of Fame recognizes superior over the road performance of drivers employed by PMTC members.

PMTC - KRTS PROFESSIONAL CMV DRIVER TRAINING SCHOLARSHIP

Covers the costs for a PMTC member to complete a 200-hour training program, following standards set by the Professional Truck Driver Institute (PTDI) and the Truck Training Schools Association of Ontario (TTSAO), providing the student with the skills and confidence necessary to become a successful professional driver.

PMTC YOUNG LEADERS EDUCATION BURSARY AWARD

Covers the costs for up to two PMTC Young Leaders to complete 2 of the 4 courses that are required to complete the "PMTC Logistics Management Graduate Program", arming the new emerging leader with the skills and confidence necessary to successfully climb the ranks and become a successful leader in their organization. The courses are selected from the CITT library of certified logistics management courses.

RICK AUSTIN MEMORIAL DISPATCHER OF THE YEAR AWARD

Created in the memory of Rick Austin, this award recognizes a dispatcher who has made an outstanding contribution to their employer, contributed to the development and improvement of fleet safety and efficiency, has an excellent rapport with the drivers, and promotes the fleets core values to the drivers.

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■ **Freight**

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IDENTIFY

Recognize key opportunities and challenges in their day to day operations

PERFORM

Successfully fulfill the mandate within required timelines and monitor ROI to continuously optimize

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Praxair CANADA, INC.

The Company

Praxair Canada, Inc. is proud to be Canada's largest industrial gases company. With 54 production facilities and over 100 retail stores, Praxair Canada provides industrial gas solutions for their large customer base. Praxair Canada, Inc. has three core areas of focus:

1. Merchant and Onsite – Focused on the customers that require large amounts of industrial gases distributed through pipeline, on-site plant, or tankers.
2. Packaged Gas – Focused on specialized applications, distributed through cylinders and containers.
3. Medigas – Focused on providing solutions to home healthcare and medical professionals.

Locations

We support our approximately 16,000 customers through 10 provinces and seven states and over 30 distribution centers. With flagship hubs in Vancouver, Edmonton, Toronto, Paris, and Montreal, Praxair Canada, Inc. provides reliable supply to its customers 24/7, 365 days a year.

Goods Transported

Praxair Canada, Inc. distributes and packages hundreds of gases – the most common being acetylene, Argon, Carbon Dioxide, Dry Ice, Helium, Hydrogen, Nitrogen, and Oxygen. Through an intricate supply chain, our merchant and on-site business produce key gases such as Oxygen, Nitrogen, Argon, and CO₂, which are delivered directly

to customers via a bulk supply system. These products are re-distributed to our Packaged Gas and Medigas facilities, where they are repackaged into cylinders and liquid containers that are later distributed to customers with smaller volume requirements.

Operating Areas

Driving approximately 30 million kms annually, Praxair Canada, Inc. supplies approximately 16,000 customers. Praxair is a 24/7, 365 day operation running numerous types of shifts and operations to meet all our customers' critical gas requirements.

Types of Units

Praxair Canada, Inc.'s fleet consists of 311 tractors ranging from Straight, Sleeper, and Daycab tractors. Tractors are made up

of Volvo VNLs, Kenworth T680s & T370s, and Freightliners M2 106s. Due to the variation of gases we distribute, Praxair has approximately 600 trailers. Trailer types range from curtain side, microbulk, and large bulk tanker trailers.

Employees and Drivers

Praxair Canada, Inc. has approximately 2,400 employees – with 403 professional drivers who support our internal and external customers in Praxair Canada, Inc.'s supply chain.

Company's Origins

Praxair (a Linde company) has been in existence for more than 100 years. The name is derived from a combination of the Greek word 'Praxis,' or practical application, and 'air,' as our company's raw material. Praxair has been taking something as fundamental as air and turned it into ways to make plants operate cleaner and more productively, food taste better and manufacturing processes more efficient – in short, to make all our lives better.

Slogan and Business Philosophy

Praxair's vision is to be the best performing global industrial gases and engineering company, delivering innovative and sustainable solutions for our customers and creating value for all our stakeholders. Our mission statement is simple – 'Making our world more productive.' We achieve this through our core values of *Safety, Integrity, Community, Inclusion, and Accountability*.

Leadership Team

Joe Abdoo, President Praxair Canada, Inc.; **Scott Gray**, VP Merchant and On-Site Gases; **Duane Pike**, VP Packaged Gases; **Michelle Loo**, Director of HR; **Gonzalo Restrepo**, Director of Operations; **Sheryl Nisenbaum**, Director of Legal Services; **Garrett Dennie**, VP Finance; and **Kim Greenwood**, Director of Safety and Environmental Services.



History with PMTC

Praxair Canada, Inc. has been a member of the Private Motor Truck Council of Canada (PMTC) for over 20 years. As a member of the PMTC, Praxair Canada, Inc. ensures it is well-connected within the trucking industry by being in 'front' of any pending regulatory changes, having access to a network, and sharing best practices and innovation. Praxair believes in being an active participant in the PMTC. Over the last 15 years, Praxair has provided support by organizing the quarterly updates on Quebec regulations. Additionally, Praxair Distribution Engineer Tracy MacDonald represents PMTC at TDG meetings and conferences.

Safety Initiatives

Praxair Canada, Inc. is driven to ensure no harm comes from our actions – to people, the environment or the communities where we operate; this absolutely extends into our fleet. Praxair Canada, Inc. vehicles are equipped with on-board computers, containing telematics that provide live safety data – allowing our supervisors to quickly provide coaching and actions that reinforce safe driving practices. All Praxair Drivers go through an intensive 80-hour in-class indoctrination. The Professional Product Driver program covers key topics, including product handling, defensive driving, and sleep management. All drivers are recertified on this training every three years. Due to the specialization of Praxair's equipment, Praxair has a robust preventative maintenance program that ensures all equipment is inspected and exceeds all regulatory and industry standards. Ultimately, our distribution safety program begins and ends with our employees. This has been reflected that

over the last two years, two of our Praxair drivers were recognized and entered into the *PMTC Driver Hall of Fame*.

Driver Recruitment and Retention


Praxair Canada, Inc. historically and continues to have high driver retention. In 2019, Praxair driver turnover was 3% and 50% of our drivers have over 10 years of experience with the company. Praxair utilizes several tools to recruit drivers through online ads, agencies, local newspapers and industry magazines. With that said, to attract and retain drivers, Praxair's cornerstone to success is through high driver engagement – facilitated by its safety and training programs – an opportunity for upward mobility, and a strong benefit and compensation package.

The Environment and Community

Praxair is committed to sustainable development and being active participants within our communities. This is reflected with our distribution facilities as we strive to have our all our front line be 'zero paper' facilities. Meanwhile, Praxair Canada, Inc. is proud to train our drivers with *Truckers Against Trafficking*, the not-for-profit organization that provides drivers with the training and tools needed to see and report the signs of human trafficking.

Final Thoughts

Praxair Canada, Inc. is proud of its hard-working, results-driven employees who are always pushing the limits of our ability and knowledge. We are constantly seeking out projects that will challenge us.

We're more than a provider of industrial gases: we pride ourselves in being experts in gas delivery, supply and use, and we will support our customers through every step of the process to help them get the most out of our products. 

■ Clearinghouse

The Clearinghouse is a secure online database that provides DOT companies, the Federal Motor Carrier Safety Administration (FMCSA), US State driver licensing agencies, and US State law enforcement personnel real-time access to important information about commercial driver's drug and alcohol program violations.

The intention of Clearinghouse is to increase roadway safety by:

- making it easier to identify drivers' past drug and alcohol violations and determine eligibility to drive,
- helping to ensure drivers receive required evaluation and treatment before returning to the roadway, and
- making it easier for the US DOT's FMCSA to audit and enforce DOT regulations.

The Clearinghouse Initiative Went

Live on January 6, 2020. Are You Compliant?

DriverCheck is here to support DOT companies in ensuring that they are compliant and following the proper protocols of this program. Our goal is to simplify the process for organizations and alleviate the pressure of managing a complicated program.

DriverCheck provides the following services:

- Report positive alcohol and drug violations to the Clearinghouse.




- Conduct queries of driver's records in the Clearinghouse.
- Archive and ensure all documentation is available to a client when audited by the DOT.
- Manage the driver consent process.
- Provide webinars and educational videos.
- Provide updates to alcohol & drug policies.

Our staff is knowledgeable and uniquely positioned to help you every step of the way. There's no need for you to spend countless hours figuring out what this all means. Simply give us a call.

You don't need to worry about managing consent forms – leave that to us. We've developed an electronic feature to gather and record Clearinghouse consents from each of your drivers. You won't need to spend precious time logging into and searching the Clearinghouse website all the time. Everything you need is centralized and located within eManda.

We'll provide you with Clearinghouse results in a timely manner and help you understand what the results mean so you can stay compliant with the regulations.

We are here to help!

To learn more, contact DriverCheck at sales@drivercheck.ca or call us at 800-463-4310, option 8. 



Clearinghouse is now live!
Are you compliant? We are here to help.

Learn More at <https://www.drivercheck.ca/clearinghouse>
1 (800) 463-4310, option 8 sales@DriverCheck.ca

The Commercial Vehicle Safety Alliance (CVSA)'s International Roadcheck will take place from May 5-7, 2020. This high volume, high-visibility three-day enforcement initiative highlights the importance of commercial vehicle safety through roadside inspections.

Every year, International Roadcheck places special emphasis on a category of violations – this year's focus is driver requirements.


Private Motor Carrier had the opportunity to speak with Kerri Wirachowsky, Director of Roadside Inspection Program with CVSA, about the objective of the International Roadcheck and its focus on driver requirements.

"CVSA decided to focus on driver requirements due to the full implementation of ELDs in the USA in December 2019. The hours of service are inspected during any inspection at roadside, so this is more of an opportunity to collect data to see how industry is doing in relation to the new requirements," says Wirachowsky. "Each year, CVSA focuses on a point of the inspection, more for educational purposes rather than an enforcement focus. The Level I Inspection is conducted during Roadcheck so all aspects of the inspection are checked."

The Level I Inspection consists of 37 steps, covering everything on the vehicle and the driver. The inspector will be looking for violations that are critical and non-critical; the critical items can potentially place the vehicle out of service.

When a commercial motor vehicle passes a Level I, Level V or Level VI Inspection, it qualifies for a CVSA decal; when a driver and/or vehicle fails an inspection, the driver will be placed out of service until the violation is corrected.

"A lot of people think we're going out there to look at ELDs and catch them or there's been a spike in something that's wrong but it's never been this way. Every year, we put emphasis on something we feel is relevant to today and this year, we've made the decision to focus on all the driver requirements."

International Roadcheck is the largest targeted enforcement program on commercial motor vehicles in the world, with approximately 17 trucks and buses inspected, on average, every minute in Canada, Mexico and the U.S. during a 72-hour period. Since its inception in 1988, more than 1.6 million roadside inspections have been conducted during International Roadcheck campaigns. To learn more about the International Roadcheck and the vehicle and driver requirements, visit www.cvsa.org/inspections/inspections. 

WHEN QUALITY COUNTS..



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After the Auditor General's Report:

What's Next for the Ministry and Industry

The most recent Ontario Provincial Auditor General's Report uncovered some major shortcomings when it comes to the administration and enforcement of regulations, governing Commercial Motor Vehicle Carriers, drivers, programs and people.

The 48-page report states that Ontario 'consistently ranks among the safest provinces in Canada' and 'compares favourably to the United States for overall road safety'; however, the Ministry has many opportunities to improve safety through its commercial vehicle safety and enforcement program.

The Auditor General listed 19 recommendations for the Ministry to address, including inconsistencies in inspections – roadside, follow-ups, and on urban/municipal roadways; working with municipalities that operate commercial vehicles and carriers who test their own employees for commercial vehicle driver's licenses; and extending Mandatory Entry-Level Training (MELT) to other commercial class driver's licenses.

Private Motor Carrier had the opportunity to connect with the Ministry of Transportation office and ask some questions regarding the Auditor General's Report and next steps to take – as a Department and for the industry:

Was the Ontario Ministry of Transportation office prepared for the findings in the Auditor General's Report?

Yes, the Ministry was actively engaged throughout the audit period and had an opportunity to review and respond to the OAGO findings. The Ministry is in agreement with the findings of the AG and in many cases, work to address the findings is already underway.

In response, you mention the introduction of new technology – how will the adaptation of new technology aid with mending the need for reviewing existing programs and development of new safety programs and policies.

The Ministry will continue exploring technology developments that support ongoing streamlining of safety resources and outcomes. When technology or alternative compliance strategies demonstrate opportunities to achieve efficiencies and/or enhance safety outcomes the Ministry will consider implementation. For example, the Ministry is piloting new roadside screening technology such as thermal imaging that allows officers to identify potential safety issues that they previously might not detect without a full inspection.

One program mentioned is *Drivewyze* and the recommendation of making it mandatory for all carriers. Could you explain how this program ensures compliance amongst carriers and the benefits that would come with making it a mandatory program?

The Ministry has implemented a pre-screening system (*Drivewyze*) across the province that will streamline participating carriers on-road inspection frequency based on safety performance data.

This work will allow officers working at our Truck Inspection Stations to more closely focus compliance efforts on unknown operators or those with poor safety records as well as reduce industry burden for those with strong safety records.

As the program is relatively new, the Ministry has agreed with the Auditor General recommendation to undertake a cost benefit analysis of requiring mandatory subscription over the next 18 months. This assessment will take a balance approach between safety outcomes and business cost factors in developing options for consideration.

Another mention is the development of a Truck Safety and Oversight Study. Could you go into further detail about this study, explaining what this study will analyze? And with the completion of the Truck Safety and Oversight Study, what are the hypothetical outcomes you wish to see be produced from this study?

The Ministry undertook the Truck Safety and Oversight Study prior to the Auditor General's team beginning their audit. Data and early findings were shared as both activities progressed. Now that the study has been completed, the Ministry is reviewing all findings for strategies that could generate strong safety outcomes.

This feasibility work is just getting underway and will inform future activities that support the road safety vision and align to our work with key stakeholders.

A key contributor to the issues addressed in the Auditor General's report is connected to hiring and retaining quality talent (i.e. enforcement officers) What measures will you take to streamline the hiring process to ensure that you find individuals who are both the 'right fit' and are qualified to perform an in-depth inspection and investigation of carriers.

Ministry enforcement staff has always played a significant role in highway safety. The Ministry has committed to reviewing our recruitment strategies to ensure we continue to attract top talent in the position as well as maintain the required staffing level to achieve strong safety results.

In response to several recommendations, you reference the review of the Commercial Vehicle Enforcement Program. Could you explain what this program is and how your review will lead to better performance of the program to serve the industry?

The goal of the review is to determine the most effective commercial vehicle safety and enforcement operations that builds on Ontario's leading truck and road safety record and supports the industry in achieving regulatory compliance. It will ensure our program has a clear mandate and the appropriate resources and tools to deliver on that mandate, working collaboratively with other compliance ministries and enforcement partners.

Will you be working with the Ontario Trucking Association, Private Motor Council of Canada, the Infrastructure Health & Safety Association, the Association of Municipalities in Ontario or other organizations to review current programs, develop new safety initiatives, programs and policies, and bridge the gap between rural, urban and municipal highways to address some of the issues listed throughout the report?

Yes, the Ministry values the input and ideas of our associations, carriers and municipalities.

Over the past year, the Ministry has worked closely with industry and enforcement partners to develop key actions that will improve safety outcomes while ensuring our programs effectively support the industry and reduce burden. As we move forward stakeholders will be active partners at the table.

Does the Ontario Ministry of Transportation Office have an estimated timeline for when these listed recommendations will be addressed and solutions be implemented?

The Ministry has committed to the Auditor General to address most of the findings over the next two years.

Work on many fronts is well underway and some actions will be completed earlier, although some of the recommendations and action items will require in depth review before beginning discussion on implementation.

As the Ontario Ministry of Transportation works through these challenges, what can the trucking industry do on their part to be compliant and stay safe.

The Ministry appreciates the role safe carriers play in bringing goods to market and moving people.

Every year, nearly \$1.3 trillion dollars in goods are moved on Ontario's highways and roads by trucks, which constitutes over half of Canada total GDP of approximately 2.2 trillion. The trucking industry has always been valued supporters of safety programs and effective partners in program development. Leveraging the 60,000 carriers registered in Ontario – nearly half (43%) of all carriers in Canada – supports Ontario's leadership in modern safety program design and delivery.

As trucking is the largest transportation component by far and the last mile of Ontario and Canada's supply chain, the industry brings innovation and sound advice to our mutual evolution on safety initiatives. The industry can contribute to our mutual safety objectives by retaining highly skilled, well-trained drivers and incorporating robust vehicle maintenance systems into their business management practice. Activities that reduce negative driver behaviours and mechanical defects drive on road safety.

Follow-up with PMTC President Mike Millian

Firstly, I have to give the Ministry credit – the office acknowledges and agrees with the shortcomings addressed in the Auditor General Report and has a list of good action items to follow suit on, within a respectable two-year period.

The Private Motor Truck Council of Canada (PMTCC) looks forward in continuing to be to be an active player at the table. We've been working with the Ontario Trucking Association, Government and other stakeholders to develop the plan, *Supporting Ontario's Trucking Industry*.


The plan consists of a series of initiatives, listed and categorized by three specific timelines – what can be implemented in **six months, 12-18 months** and **24 months**.

In six months, we want to implement a point value system that will apply more points for high-risk accident factors, such as tailgating, speeding, and running a stop sign or light. These types of incidents are shown to indicate a higher likelihood of accidents in the future. Applying higher point values to the Carrier for these incidents will encourage them to ensure they monitor and work with their drivers for continuous improvement and, if they don't, will put them on the MTO's radar for interventions.

In 12-18 months, we'll be reviewing the spring thaw weight restrictions, inspections and the monitoring of Mandatory Entry-Level Training (MELT), along with photo radar at construction sites. To ensure compliance, more vehicles need to be targeted and inspected, specifically problem carriers. We need to insure that inspections

are in-depth, and consistent and focus on unsafe unfit vehicles. Meanwhile, some schools that offer the MELT program are simply filling seats, abusing advanced standing to by-pass teaching the full MELT program, and not ensuring consistency in the standardized training. We want to see advanced standing shut down as soon as possible, to eliminate this abuse, and to see a more inclusive approach of monitoring of compliance in general taken when it comes to auditing schools. We would also like the government to revisit having photo radar in select construction zones. This is a huge issue that should be addressed sooner. The PMTC would actually like to see photo radar introduced province-wide but a good starting point is construction zones on the 400 series highways, where speed in these zones is a known and major safety issue.

In 24 months, the Government needs to observe the fact that carriers are not being audited. To resolve this issue, we believe the government, with help from our industry, should bring a third party auditor program in place to manage that area. Another big piece is recognizing and investing in advances in technology that can help both drivers and auditors.

We (collectively) have a lot to get done - in a reasonable amount of time - but the key thing to recognize is that there is never an end date when it comes to these issues. Our *Supporting Ontario's Trucking Industry* plan has to be a living document that is constantly being reviewed and built on. It's time to put our commitments into action – in Ontario and across Canada. 

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Truck Drivers: Canada's Everyday Heroes in the Fight Against Human Trafficking

By Heather Fry, Canada Director of Truckers Against Trafficking



Ralph Waldo Emerson said, "A hero is no braver than an ordinary man, but he is brave five minutes longer." In the context of human trafficking, professional truck drivers have the potential to be a hero in the life of a victim trafficked into the sex trade simply by taking a second look and making a phone call. Truckers

Against Trafficking (TAT), a non-profit that recently launched in Canada, is training members of the commercial vehicle industry to do just that, and in doing so, is raising up a mobile army out on Canadian roads to combat this heinous crime.

Human trafficking is often described as one of the worst human rights violations of our time, typically showing up in the form of forced labor or sexual exploitation and preying on the nation's most vulnerable. While individuals such as children in foster care, homeless youth, those from broken homes, and LGBTQ populations are at high risk, no one – male and female alike – is immune from the tactics that traffickers use to recruit and keep their victims compliant. The International Labour Organization reports that human trafficking is a US\$150 billion criminal activity, with an estimated 40 million enslaved persons globally. This means there are more slaves today than at any other point in the history of the world. It is happening at an alarming rate in Canada. The Department of Justice reported that 90% of human trafficking cases involved domestic victims.

Traffickers use highly abusive and, often sophisticated, psychological means to recruit and keep their victims under their control. Pimps don't need physical chains or locked doors because they utilize invisible chains of force, fraud, and coercion. Victims are raped, gang raped, beaten, electrocuted, forced into drug addiction, tortured, knifed and shot. Fraud takes place any time there is lying or any time false promises are made. Examples of this include advertisements for modeling careers that ultimately lead to a person being exploited into the sex trade or agreements of citizenship in exchange for working long hours for little to no pay.

By far, the most powerful means that traffickers use is coercion. This consists of threats to life, threats to safety and threats to family members, as well as more subtle psychological abuses that prey on a victim's desire for love and acceptance and to have their basic needs met. Because the pimp often plays the 'daddy' or 'boyfriend' role in the life of a victim, these abuses

are especially insidious, and a victim many times doesn't self-identify as a victim.

Ontario survivor and victim advocate Karly Church describes her years of being enslaved in prostitution in this way, "It was the most traumatic experience of my life. There was some physical violence in my situation, and I thought, "If I walk out of this door and they catch me, what are they going to do to me?"

While the scope of human trafficking is sizeable, professional truck drivers are uniquely positioned to make a difference in fighting this horrific crime. Drivers often travel known high-incident corridors (*see graphic*) within Canada and stop in places where victims are commonly recruited and sold, such as truck stops, rest areas, travel plazas, parking lots and hotels/motels. If all drivers were trained and knew what to look for and immediately made a phone call to report suspicious activity, imagine how many victims could be recovered and how many pimps arrested! This is TAT's goal.



Do You Need Help?
1-833-900-1010 (Canada)
1-888-3737-888 (US)

Recognizing that professional drivers can provide an extra set of eyes and ears out on the road and be a major asset for law enforcement, TAT educates, equips, empowers, and mobilizes members of the trucking, bus, and energy industries to combat human trafficking as part of their regular jobs. TAT partners with trucking companies who train their employees using a 26-minute video and a brief wallet card webinar. These tools equip them to recognize signs they might be face-to-face with a trafficking victim and know how to report it. Here are some red flags and questions to ask if you suspect human trafficking:


- Does the individual know where he/she is?
- Are they allowed to speak for themselves or carry their own identification?
- Is there CB chatter about 'commercial company' or flashing lights indicating a buyer?
- Are there any signs of tattooing or branding, often on the person's neck?
- Is there any talk of making a quota?
- Any signs of abuse or malnutrition?
- Can you see a pimp controlling a situation?

If there's immediate danger, call 911 to report what you are seeing. After that initial call, it's important to then call the Human Trafficking Hotline (1-833-900-1010 in Canada/1-888-3737-888 in the U.S.) to report the activity. The Hotline collects data to identify trends and patterns that helps prevention and intervention efforts. If you are unsure if what you are seeing is human

trafficking, make an immediate call to the Hotline and let their trained staff ascertain if law enforcement needs to be brought into a situation. All calls can be made anonymously and confidentially. In a case where a driver is uncertain, it's better to make the call and have it turn out to be a false alarm than to not make the call and risk that a victim continues to endure a life of sexual slavery.

Traffickers are counting on our ignorance and our disinterest – that truck drivers, truck stop personnel and others on the front line of this crime would see a victim being sold and turn a blind eye because they think 'she's just a prostitute.' The reality is that many of those who look like they are "just prostitutes" are not there of their own free will. They are victims – someone's daughter and granddaughter – in need of help and a little kindness. TAT's message is simple: Take a second look. Make a phone call. Truly, as Ralph Waldo Emerson suggested, being a hero could be a matter of being brave for five more minutes.

Visit www.truckersagainstrafficking.org for information on how to become a trained Trucker Against Trafficking or contact tat.truckers@gmail.com for information on training your fleet.

Heather Fry is the Canada Director for Truckers Against Trafficking, a 501c3 that exists to educate, equip, empower and mobilize the trucking, bus, and energy industries to combat human trafficking as part of their regular jobs. Founder and former Executive Director of Impact Orphans, Heather has been working on behalf of the vulnerable and exploited for over a decade. 



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Truckers are the eyes and ears of our nation's highways. Victims forced into sexual slavery need your help. If you see a minor working the lot or suspect pimp control, call 1-888-3737-888 and report what you know.



www.truckersagainstrafficking.org

2020 TTSAO

5TH ANNUAL CONFERENCE

A MEMORABLE SUCCESS

Networking opportunities, great topics and a full house – those are the comments that were heard at the Truck Training Schools Association of Ontario (TTSAO)'s 5th Annual Conference striving for excellence in training. A special thank you to all the sponsors for their continual support over the course of this two-day event – some of whom have sponsored the conference since inception.

This year, we had a sold out venue with 125 delegates from the transportation industry, insurance providers, government personnel, vendors and training schools. I believe this was our third out of our five years with poor weather but that did not deter our delegates from attending. This was partially because the event proved to have the best speakers, panellists and industry experts to date. The event even provided a panel that were outside of trucking and focused on best practices of hiring and retention.

DAY ONE

Day One kicked off with the Board of Directors Meeting, followed by a great networking opportunity to see old friends, make new ones and visit our many valued sponsors. Then our Annual General Meeting included updates from the MTO on instructor qualifications, an update from Paybright (The TTSAO finance partner) and a small presentation from Heather Fry from Truckers Against Trafficking. Heather gave a riveting presentation on a young person getting forced into the sex trade industry and



(L to R) Paybright Instructor of the Year award recipient, Doug DeGrow, received his award from Rob Glass, Paybright.



Women in Trucking, led by (L to R) Moderator Leanne Quail, Paul Quail Transport; Shelley Uvanile-Hesch, Women's Trucking Federation of Canada; Helen Thorpe, Safety & Compliance; and Lynn Northcott Zavcor Trucking.

how our drivers can be trained to look for the signs of this at truck stops, rest areas or during their everyday travels.

The afternoon had everybody on the edge of their seats as Lisa Arseneau, our Insurance Group Chairperson, provided our members with an update

on the TTSAO Pre-Qualification and the Re-Qualification program. Lisa was joined by three subject matter experts who enlightened us with information on what is involved in the process, when they qualify a school to become a TTSAO school, and how they re-qualify a school

2020 TTSAO



Full room at the cocktail party! Delegates gathered to listen to Dave McDonald, President of Revolution Staffing and Cocktail Sponsor, who interviewed Philip Fletcher, Commercial Heavy Equipment Training.

once they are members. As Lisa said, "It's all about our branding."

Then Guy Broderick, our Carrier Group Chairperson, brought forth five carriers to talk about their best practices for five minutes; this was followed by a speed round of questions about the challenges in the transportation industry.

Lou Smyrlis, Managing Director of Newcom Media's Trucking & Supply Chain Group, left us wanting more on his presentation, *Changes, Faces and Trends*. Lou is a well-known industry analyst, who has won multiple awards, been published in several magazines and textbooks, and certainly has his finger on the pulse of this subject. It was wonderful to see so many delegates flocked to see him and ask a question after his presentation.

Day One carried on with tradition and finished off with a cocktail party. This networking opportunity featured Dave McDonald, President of Revolution Staffing, who interviewed Philip Fletcher, Operations Manager of Commercial Heavy Equipment Training. This interview was informative since Philip brings a unique perspective as the Operation Manager of CHET (a school) and Musket Transport, a transportation company. As what happens every year, Dave asks the hard questions and is known to throw in one of two 'curveball' questions that were not previously discussed.

DAY TWO

Kim Richardson, President of the TTSAO, presented the opening remarks and welcomed everybody to the event – shaking every person's hand in the room and making them feel welcomed. Kim then introduced Enzo Garritano and Michelle Roberts from the IHSA, who talked about their support for the transportation industry and other industries that keep workers safe.

Mary Dane, Governance and Stakeholder Director of Serco Inc., provided an update on what they are working on, then our delegates then had the opportunity to ask Mary questions.

We were once again fortunate enough to have John G Smith, Editor of Today's Trucking, as our Master of Ceremony; he is the epitome of professionalism.

Leanne Quail, Operations Manager of Paul Quail Transport, moderated our first, all female panel session about their challenges in the transportation industry and did an outstanding job. Her esteemed panel consisted of Shelley Uvanile-Hesch, Women's Trucking Federation of Canada; Helen Thorpe, Safety & Compliance Professional; and Lynn Northcott, Zavcor Trucking. No question was off limits and all questions were answered honestly (some answers were a little shocking). Some of the discussions were about challenges women have in transportation and others were comments from the panel about not wanting to be treated differently.

Then Vikram Khurana, an International Trade Specialist, discussed the Foreign Workers Pilot Program. Vikram's presentation was informative and every delegate had a take away from his presentation.

Technology from a School's Perspective was our next panel, moderated by John G Smith. This panel consisted of Lesley de Repantigny, Drivewise & KnowledgeSurge; Vickie Devos, iMVR; and Steve Newton, Challenger Motor Freight. For me, the biggest takeaway was, "You can have the best simulators, but it does not take away from having a driver behind the wheel." The advantages of a simulator are you can focus on key areas of training such as a snowstorm, rainy conditions, back up, etc. This panel was a great success.

Our next session of panellists consisted of companies, where transportation is not their primary source of business. This panel was led by Sud Malhorta, Powerbev Inc., and consisted of Amanda Egan, Coca-Cola Bottling Canada Limited; Tim Rouston, CN Rail; and Dirk Dunschede, Policaro Motorsport. This panel did a great job at communicating that no matter what industry you are in, there are always challenges.

One of the highlights of the conference was the *Paybright Instructor of the Year Award*. This award is presented to an instructor from either a carrier or a TTSAO school that has someone with more than 10 years' experience as an instructor with a clean abstract and the passion to train new drivers (and meet the other criteria for this award). This year's award recipient was Doug Degrow, Master Instructor with Kim Richardson Transportation Specialists, who is all of these things and was completely humbled when he accepted the award.

Each year, the TTSAO donates \$1,000 to a chosen not-for-profit organization

2020 TTSAO



Carrier Group Meeting (L to R) Calvin Bergman, Spring Creek; Jim Dimech, Praxair Canada; Dave Dietrich, ERB Transport; Reed Aubin, Wolseley Canada; Kamilia Baroudi, XTL; and the Carrier Group Chairperson Guy Broderick, Apps Transport.



(L to R) Charlie Charalambous, TTSAO Director of Communications and Public Relations; Heather Fry, Truckers Against Trafficking Canadian Director; and Kim Richardson, President of the TTSAO.



Serco, sponsor booth

– the funds that would traditionally go towards buying gifts for panellists and speakers. This year, the Board of Directors unanimously voted to donate to Truckers Against Trafficking and Heather Fry, the Canadian Director of the organization, was in attendance to receive the donation.


Lisa Arseneau, TTSAO Board of Director from Staebler Insurance, sat down with our Platinum Sponsor Audra Thompson, Northbridge Insurance, and had a candid discussion about the current insurance market and its impact on the industry. Those who were lucky enough to attend this interview learned a lot and Lisa and Audra had the opportunity to quash any misnomers about the industry. Overall, it was a great discussion and both ladies

brought their vast knowledge of the insurance industry to the table.

Scott Rea, President of Avatarfleet, facilitated the final presentation of the day and was able to share his best practices for recruiting youth in today's ever-changing market. Scott always brings a great deal of passion to his presentations and helps the audience see things in a different perspective. The 'purple cow' story is a good example: if you are recruiting the same as everybody else, you are just following the crowd; if you do something that nobody is doing that is 'the purple cow.'

TTSAO Chairman of the Board Ken Adams presented the closing remarks and addressed the crowd, thanking them for their continual support.

Lastly, yours truly thanked the delegates, sponsors and Conference Committee members. Our Committee members have put in countless hours over an 11-month period to put on this two-day Conference and their dedication and commitment is second to none. I would personally like to thank Charlie Charalambous (Past Conference Chairperson) for his guidance and advise to me, as the Conference Chairperson. I would also like to thank the TTSAO President Kim Richardson for his vision and leadership with the Committee and with the organization. Both fine gentlemen helped me tremendously this past year.

Mark your calendars and save the date of February 24 and 25, 2021, for the 6th annual TTSAO Conference. 



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Indigenous People, the Driver Shortage, and Trucking HR Canada's Recruitment and Retention Roadmap

By Katie Woychyshyn

Canada's driver shortage is still looming on the horizon and there is no easy solution when it comes to filling empty seats. Still, could part of the solution be in the recruiting and retention of Indigenous workers of Western Canada?

The Truck Driver Supply and Demand Gap, published in 2016 by Canadian Pacific Consulting Services (CPCS), estimates that the driver supply and demand gap will reach a minimum of 34,000 drivers by 2024 and rise from there. This has driven the trucking industry to re-evaluate its recruiting and retention strategies – and to understand the populations with potential to fill these seats.

In *Private Motor Carrier*, we have explored several potential demographics over the past few issues – from people immigrating to Canada to become dedicated drivers (Summer 2019), veterans using their honed skillsets to pursue post-military life (Fall 2019), to an ever-growing network of women working to change the perception of trucking as a whole (Winter 2019). In this issue of PMC, we will be taking a look at a group of people still largely untapped: Indigenous Peoples, particularly Indigenous youth.

According to *Statistics Canada*, in 2016, 1,673,785 Indigenous Peoples identified their heritage on the census in Canada, accounting for 4.9% of Canada's total population. This was up from 3.8% in 2006 and 2.8% in 1996, due to both natural growth and the fact that more Canadians are identifying with their heritage, however, the two top trends reported by the census were that Indigenous Peoples are both young in age and growing in number.

This is a huge contrast to findings from *The Labour Market Information Interim Report*, published by Trucking HR Canada in September 2019, that only 9.5% of truckers are younger than 30 years old, 27.8% are younger than 40 years old, and 32% of truck drivers are 55 years or older. Alarming, 6.6% of truck drivers are already 65 years or older, meaning 20,000 are eligible to retire soon.

This shortage won't only impact those behind the wheel. Trucking HR Canada has stated that the shortage will impact all areas of the industry, "including dispatchers, senior managers, technicians, mechanics and more."

As part of the strategy to address the looming shortage, Trucking HR Canada released *Indigenous Recruitment & Retention: A Roadmap For Canada's Trucking And Logistics Industry* in May 2018. This report explored areas of interest between potential Indigenous drivers and the trucking field. They interviewed Indigenous community representatives and workers in the trucking profession on their current industry perspective, then categorizing the results into four areas:

- assumptions about the industry,
- barriers to entry and employment in the industry,
- what Indigenous Peoples look for in careers and jobs, and
- perceived opportunities for Indigenous Peoples in trucking and logistics.

Assumptions – and misconceptions – about the industry have been noted for years. A 2013 report, *Understanding the Truck Driver Supply and Demand Gap and Its Implications For the Canadian Economy* – published by The Conference Board of Canada states, "There is a generally inaccurate view of the life of a driver and an unfair stigma of the 'typical' driver."

Scott Rea, President of US trucking consultation company AvatarFleet, said in a 2019 interview, "There is still somewhat of an 'old-school knights of the road' mentality, when it comes to the industry."

Trucking HR Canada's *Indigenous Recruitment & Retention* report notes that the misconceptions circle largely around safety concerns (physical nature of the work, mechanical equipment), the lifestyle not being family friendly (with perceived extended periods of time on the road), a lack of variety of work, however, the idea of dual citizenship (ease of crossing US/CAN border) was viewed as a benefit.

Within the group that talked about Indigenous perceptions of barriers to entry and employment in the industry, perceived barriers included the lack of awareness about the range of career opportunities in the trucking industry, a lack of awareness of position requirements, insurance rates, the difficult to acquire mandatory driving experience needed to maintain a position, and health concerns particularly the high prevalence of diabetes among Indigenous population in contrast with the trucking lifestyle."

On the other hand, the *Indigenous Recruitment & Retention* report observed that the group came to the conclusion that Indigenous Peoples are looking for good pay and benefits regular hours (Monday to Friday), locations close to home, flexible work opportunities, opportunities for training, development and promotion, work-life balance, culturally diverse and sensitive workplaces, and mentorship. The discussion observed that Indigenous Peoples were more likely to enter the industry if they have a family member (direct relation) or community member already employed within the industry (meeting the mentorship desire) and if they can pursue becoming self-employed (through becoming owner-operators).

Where does this leave the industry?

Trucking HR Canada's report recommends four ways companies looking to target this key demographic can achieve success: community outreach, recruitment and hiring, orientation and onboarding, and training resources. All four categories together will offer more of a chance to target and retain the Indigenous population.

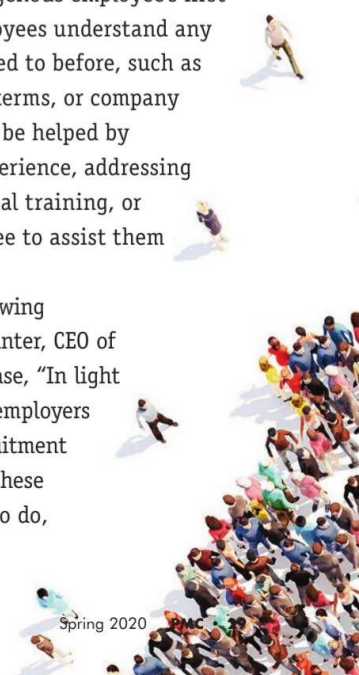
Community outreach, done well, builds trusting relationships in the communities and in turn, cultivate interest in a company and the industry at large. Trucking HR Canada recommends that companies choose specific communities to focus on, before taking part in community activities, getting involved in local issues, networking by contacting local organizations, and building familiarity among community members.

Trucking HR Canada's recruitment and hiring approach revolves around the idea of inclusivity and understanding – perspectives, access to technology, opportunities, and cultural differences are barriers that a company will need to consider when targeting the Indigenous demographic. They recommend collaborating with other Indigenous training programs, offering bursaries and scholarships to students with interest in the trucking industry.

Trucking HR Canada puts emphasis on face-to-face communications, like job fairs; print media, including community newsletters or direct mail; broadcast media, such as radio or television; and influencers, such as community leaders and career counsellors (which can be even more effective with successful community outreach). They recommend that companies should be personal and "easy to do business with, be culturally competent and bias aware, and support candidates' decision-making process."

One strategy recommends that companies review their handbooks and materials for readability and clear language, as English or French may not be an Indigenous employee's first language, and taking time to help employees understand any administration they haven't been exposed to before, such as electronic banking, insurance/benefits terms, or company policies. The onboarding transition may be helped by providing a coach, having hands-on experience, addressing gaps in qualification, providing additional training, or connecting them with a trusted employee to assist them with questions.

"Indigenous Peoples are the fastest growing demographic in Canada," says Angela Splinter, CEO of Trucking HR Canada, in a 2019 press release, "In light of the current labour shortages industry employers are facing, implementing innovative recruitment and retention initiatives to reach out to these communities is not only the right thing to do, it is a business imperative." 





The PMTC Online Drivers' Academy:

The Interactive Training Experience Speaks to All Learning Styles

The Private Motor Truck Council of Canada (PMTC)'s Online Drivers' Academy delivers the latest in driver training courses that covers members' safety, compliance and professional development needs.

These courses cover the latest in real-world topics, challenges and scenarios, are bilingual and available online and via the CarriersEdge Mobile App.

The team behind CarriersEdge is dedicated to ensuring that users have all the tools in their toolbox needed to comprehend the content and advance through each course by speaking to their specific learning style.

Mark Murrell, Co-Founder of CarriersEdge, refers to the program as an 'interactive training experience,' saying, "We developed the program to address all the different learning styles. People that learn best by reading can read, people that like hearing things can just listen to the narration (like an audio book or podcast), people who want visuals have videos and animation to illustrate the content, and we have checkpoints and exercises for the people that need to get involved, apply what they've learned and put their knowledge into practice."

The Online Drivers' Academy is designed so you can log in and

learn as you go. On the fleet side, employers have access to a library of content and can decide what to assign to different people. Once the driver is assigned a course, the individual can go through it at his/her own pace and when they have some time. The program tracks the user's progression – where they were and left off in a particular course – and will take the user back to that point once they log back in.

"We refer to our service as 'Netflix for training,'" says Murrell. "The service is unlimited with your subscription."

In addition to the library of content that CarriersEdge creates and provides, fleets have the option of uploading their own content. So if a company wishes to add their own training materials – videos, documents, PowerPoint presentations – they can create a complete program, consisting of training content and management tools for their drivers.

"The [Online Drivers' Academy] gets people to be active participants in learning rather than telling them, "Here's what the rule is – you need to follow it." The courses provide real life scenarios so an actual driver goes through an activity, determines what they need to think about and what the resulting actions may be and, wherever possible, the interactive part of the course says, "Now you try it."

The Online Drivers' Academy is available to PMTC members at a members-only discounted rate and is structured as a month-to-month service (not a contract); if you decide to cancel, you only need to give 30-days notice and will not be locked into any long-term commitments.

Mike Millian, President of the Private Motor Council of Canada, reflects back on his own experiences using the Online Drivers' Academy when he worked for a private fleet. "Before I became the President of the PMTC, I looked after Safety, Training & Compliance for a private fleet. As part of our training program, we used select courses from the PMTC online training program. Courses we used as part of our orientation, upgrade, refresher and remedial training programs, and coupled with classroom and on-road training. Using these courses, in my view, enhanced our training program and improved the overall safety of our fleet."



The subscription rate depends on the number of people in your fleet. If your company has less than 200 participants, the cost per user is \$4.75/month. If your company has more than 200 participants, the cost per user goes down to \$4/month. In comparison to the cost that comes with one collision or issued ticket, this proactive program saves on so many costs.

To learn more about the PMTC Online Drivers' Academy, visit www.pmtcacademy.ca.

To see the full course list, visit www.carriersedge.com/course-list. 



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FRUSTRATED BY COVID-19:

Recovering and Preventing Business Losses

Heather C. Devine and Siarra Sanderson¹



Today, the Country of Italy is closed for business: 60 million people are under lockdown.²

Only thirty-seven days earlier, Samsung announced it closed a phone manufacturing plant in Gumi, South Korea, after confirming that a factory worker was infected with COVID-19³.

In the New Year, one factory closure appeared calamitous: today, the Country lockdown of the world's eighth biggest economy appears prudent.

While the repercussions from countries in lockdown, closed factories, and travel bans escalate internationally, local businesses realize that non-performance due to COVID-19 related issues will cause business losses.

The economic impact is far-reaching.

Can a Business Recover its Losses Caused by COVID-19?

Normally, when a party *fails* to perform its contractual obligations, the failure is considered a breach of contract: the affected party claims damages arising from the breach and seeks to be paid damages so that the affected party is put in the position it would have been in 'but for' the breach of contract.

However, COVID-19 restrictions or sanctions *prevent* a party from performing its obligations. The COVID-19 restrictions are beyond the 'breaching' party's control and make it impossible for a party to perform.

What is an Act or Event of Force Majeure?

It depends: when a party cannot perform due to COVID-19, a party may argue it has no liability for damages arising from a breach of its contractual obligation such as failure to deliver, or failure to comply with other contractual obligations on the grounds that the impossibility caused by COVID-19 restrictions is an act of 'force majeure' or frustration of contract.

A force majeure clause is often included in contracts to protect parties from damages caused by extraordinary events. The force majeure clause is included to set out what will happen in the event of an epidemic, labour strike, or hurricane, and practically will set out relief from delivery obligations, liability for damages arising from delay or non-performance, and may provide for suspension or termination of the contract.

This is why defining COVID-19 as an event of force majeure could provide a defence against a claim for damages for breach of contract – because if COVID-19 is defined to be an event triggering a force majeure clause, it could, for example, trigger suspension of a contract and non-performance, would not be a breach of the contract.

Does Your Contract Have a Force Majeure Clause?

First, check your contract for a force majeure clause – prevailing law requires the triggering act or event of force

majeure to be defined in the contract.⁴ Regrettably, some contracts include 'boilerplate' force majeure clauses which are poorly written, or so inclusive that they appear archaic.

On the other hand, the outbreaks of SARS (2003), H1N1 (2009) and Ebola (2014), required lawyers to consider whether health emergencies would trigger force majeure clauses. Since then, some drafters have generally modified their standard list of defined force majeure events to include 'public health emergencies,' 'epidemics,' and 'communicable disease outbreak' to ensure they would be captured by the clause.

Is COVID-19 Included in Your Contract's Force Majeure Clause?

Second, if the contract contains a force majeure clause it should extend to include COVID-19.

Force majeure clauses are interpreted by Canadian Courts 'against their purpose', which is intended to protect parties from liability for breaches of contract caused by events outside of the scope of their control. Accordingly, such clauses are interpreted narrowly and a party relying on a force majeure clause carries the burden to 'bring itself squarely within it'⁵; the party must demonstrate that the intervening event falls within one of the pre-determined listed events within the clause.

Since COVID-19 is a new virus, the first hurdle to overcome is that COVID-19 will not be defined as an event of force majeure in any contract – at least by name. Therefore,

one has to read the contract's force majeure clause very carefully to determine whether COVID-19 will fall within the clauses' defined events of force majeure.

It will be important to assess whether your contract's force majeure clause contains defined events such as 'public health emergencies,' 'epidemics,' and 'communicable disease outbreak.' However, if the force majeure clause does not reference these events, then it may be possible to argue that COVID-19 falls within such defined events as 'government action' or 'non-availability of markets' since government action would extend to include mandatory quarantines and possible port closures.

Notably, the China Council for the Promotion of International Trade (officially accredited with Beijing's Commerce Ministry) 'CCPIT' is issuing force majeure certificates to Chinese companies, stating that they are accepted by governments, customs, trade associations and enterprises in more than 200 countries. As of March 3, per CCPIT and state media reporting, 4,811 force majeure certificates have been issued by China to cover contracts totaling a value of almost 54 billion USD.⁶ There is no Canadian case law which has considered the implication of these certificates on contracts but if such a certificate is provided by the non-performing party, it could argue the event of force majeure was due to government action.

What if my Force Majeure Clause is Very Broad?

Canadian courts may accept an event of force majeure that falls within very broad language such as "... or any other causes... beyond the control of..." the parties when considering the clause in its entirety. This is often referred to as a 'basket clause' and it may apply if the event is beyond one's control.⁷

Such a clause would likely apply in a contract executed pre-COVID-19; however, contracts executed now may not offer the same respite since the impact of COVID-19

on certain obligations is known – and a court may find it is within a company's control to obtain the goods from another source. The key to the applicability of the basket clause is whether the event or non-performance is within the company's control.

What impact must COVID-19 have on the party invoking the clause?

Finally, it must be demonstrated that the alleged force majeure event actually caused non-performance or delay. Some of the questions to consider: Is the Samsung cell phone manufacturing facility the only source for the product? Or can one find competing or replacement products from another source? The contract may set out duties or obligations to remedy or cure the non-performance, or it may provide for suspension of the contract, or even termination.

The contract will likely contain relief provisions built into the force majeure clause and they may set out the failure or delay that is permissible in the event of force majeure. Is there a permitted period of delay before an obligation to pay for business losses arises? Perhaps there is an agreement that no business losses will be paid.


What to Include in your Contracts Going Forward

While we cannot give legal advice in this column, we can make recommendations to consider when drafting your next contract in a world affected by COVID-19:

- Be specific: do not rely upon boilerplate clauses for future protection.
- Consider which type of events will be defined to constitute a force majeure but be careful not to make the inclusion too broad.
- When defining an event of force majeure make sure to either expressly include or exclude certain events such as COVID-19.
- Define the threshold of non-performance: is it 'impossibility of

contractual performance' or is the threshold to be set lower?

- Consider the impact that the event or act of force majeure will have on either party's performance; i.e. suspension of the contract (if so, set out the duration of the suspension) or excusing the non-performing party's obligation.
- If the parties select suspension of the contract during the event of force majeure, consider whether the possibility of terminating the contract will arise after the duration of suspension has expired.
- It can be helpful to include notice provisions requiring the party relying on a force majeure clause to provide notice to the other party once the event has occurred.
- Consider drafting liquidated damages clauses, provided they are a genuine pre-estimate of damages.

The most common advice to protect yourself from COVID-19 is to wash your hands thoroughly, with soap, for at least 20 seconds. Our advice to protect your business from losses arising from non-performance due to COVID-19 is to review your contract thoroughly, assess its force majeure clause, and draft your new contracts with precision and intent. 

End notes:

- ¹ Heather practices in the Toronto offices of Alexander Holburn LLP in Toronto; Sierra is articling in the Vancouver offices.
- ² "Coronavirus Italy: PM extends lockdown to entire country" Lorenzo Tondo in Palermo, The Guardian, March 10, 2020, theguardian.com.
- ³ "Samsung temporarily shuts down phone manufacturing following coronavirus case" by Jon Fingus 02/02/2020.
- ⁴ The Supreme Court of Canada affirmed in *Atlantic Paper Stock Ltd. v. St. Anne Nackawic Pulp & Paper Co. (1975) S.C.J. No. 46* that a force majeure clause generally operates to discharge a contracting party when a supervening, sometimes supernatural, event, beyond control of either party, makes performance impossible. Justice Dickenson held that "the common thread is that of the unexpected, something beyond reasonable human foresight and skill..." (Para 4).
- ⁵ *M.A. Hanna Co. v. Sydney Steel Corp.* 1995 CarswellNS 45, 136 N.S.R. (2d) 241, 18 B.L.R. (2d) 264, 388 A.P.R. 241, 52 A.C.W.S. (3d) 771
- ⁶ <https://www.cnn.com/2020/03/06/coronavirus-impact-china-invokes-force-majeure-to-protect-businesses.html>; http://www.xinhuanet.com/politics/2020-03/03/c_1125658518.htm
- ⁷ *World Land Ltd. v. Daon Development Corp.* 1981 CarswellAlta 131, [1982] 4 W.W.R. 577, [1982] A.W.L.D. 220, 20 Alta. L.R. (2d) 33; *Domtar Inc. v. Univar Canada Ltd.*, 2011 BCSC 1776

NEW SOLUTIONS ARE REQUIRED IN THE **Commercial Automobile Insurance Market**

BFL Canada

The 2020 heavy commercial automobile insurance market will not look different from the previous three years, as the private Canadian insurance companies continue to correct their rising commercial automobile insurance loss ratios with premium increases. It is not just the long haul transportation space that is being affected; fleets in other industries such as taxis, dump trucks, tow trucks and last mile couriers are also experiencing adverse risk selection and insurer capacity concerns.

There is also some positive news transportation fleets insured under Public/Government Insurance programs in British Columbia, Manitoba and Saskatchewan are not facing the same premium increases in the primary auto and excess/umbrella liability markets.

The Insurance Corporation of British Columbia (ICBC) will be changing to a No-Fault Insurance system: rates will be capped in 2020, and decreases of 20% are anticipated in the following years. Saskatchewan has a tiered insurance system with the government's Saskatchewan Auto Fund providing compulsory minimum automobile insurance and private insurance companies permitted to offer additional coverage. Québec also has a similar tiered system with the Société de l'assurance automobile du Québec (SAAQ)



government insurance covering minimum limits for bodily injury. In a vehicle collision, whether you are responsible or not, it is the SAAQ that compensates you if you are injured. This is what is commonly called 'pure no-fault.' Québec transportation companies with exposures outside of the province, especially those venturing into the United States, have seen double-digit premium increases for the past few years.

Is one potential recipe for change to have the government get involved in private provincial insurance systems to help stabilize premiums? Depending on which side of the system you are on, this question will get very different reactions. My response is 'maybe.'

On February 10, 2020, the Insurance Bureau of Canada (IBC) announced the formation of a National Commercial Insurance Task Force to help consumers mitigate risk and manage costs. The IBC is bringing together insurers, insurance brokers, small businesses, risk experts and trucking stakeholders including the Canadian Trucking Alliance (CTA). So it appears that maybe, it is time to review options should the private commercial automobile insurance market not show signs of softening with additional insurer capacity and premium relief. The private auto insurance system is fractured. This is especially true of the high-risk Facility Association (FA), which administers an automobile insurance residual market on

behalf of the industry in nine provincial jurisdictions (except British Columbia, Manitoba and Saskatchewan). The system is in need of a change that cannot take years to implement. The Facility Association has recently announced some positive steps and changes to their rating and commercial underwriting rules effective August 2020. A Facility Association challenge still remains on how to help transportation risks properly transition back into the traditional insurance pool, while also helping them focus on driver and public road safety. Facility Association does not offer risk management tools; with annual premiums on average three times higher, the struggle to stay in business can sometimes take precedent over proper vehicle maintenance and safety investments.

Agility, however, is not typically in a government's DNA, and the insurance companies can also be blanketed with a similar reputation. Auto insurance is a traditional statutory product with traditional generational thinkers, and talk of change or innovations can create internal frictions. Maybe the government needs to get involved in facilitating discussions, for example around a tiered government and private insurance model that might provide some insurance capacity at least for select higher risk industries like the trucking sector.

Predictive Analytics as a Market Solution?

It may be time to give trucking companies the option to share their owned in-cab vehicle telematics data with their insurance company. Telematics or Usage Based Insurance (UBI) models presently exist in personal automobile insurance, but UBI programs have yet to be successfully rolled out in the commercial space. The opportunity exists for fleets to share data to create a new insurance pool that uses evolving technologies and predictive data from trucks. Such an insurance model would reward the transportation industry for safe driving through transparency in exchange for reductions in premiums as

on-road driving behaviours change and the frequency of claims is reduced. Recently in British Columbia, the Ministry of Transportation announced that the ICBC would soon offer a new UBI insurance option to the taxi industry with premiums based on per-kilometre distance travelled with passengers. The change will be implemented to level the playing field with ride-sharing companies that have an advantage by utilizing UBI insurance for risk exposures through their digital platforms.

When managed effectively, predictive telematics data can reduce accidents through pre-emptive and responsive insights and by bringing together several parties to help with risk management strategies to reduce loss costs.

Parties Involved:

1) Insurance Broker

A professional transportation broker that provides risk management services beyond just transacting insurance. Knowledgeable in reviewing predictive data from the telematics service providers (TSPs) and helping fleet managers to change on-road driving behaviours.

2) Insurance Company

Your fleet insurance company should have a loss control department and resources available to help implement continuous risk improvements. Their review of the predictive data should help to identify trends and HRD – High Risk Drivers that require additional coaching and mentoring.

3) Telematics Service Providers

Many approved Telematics Service Providers have risk management tools available to their subscribers, as well as services that can closely monitor critical driving events in real time.

Social Benefits of Technology

Beyond just insurance premium cost savings, the industry needs to look at the social benefits of using vehicle technologies. After the Humboldt

tragedy, the Canadian Trucking Alliance (CTA) issued a 10-Point Action Plan to 'raise the bar for truck safety.' The plan provides recommendations on how government and industry can work together on improving compliance issues like hours of service, distracted driving sobriety, carrier evaluation programs, etc.

The first four CTA Action Items are related to vehicle safety technologies:

1. *Introduce regulations to mandate the use of electronic logging devices (ELDs) for all carriers required to maintain a logbook.*
Already mandatory in the US for Canadian truckers who have cross border risks. Progress has been made as the new ELD requirement will come into force in Canada in June 2021, and will replace paper-based daily logbooks.
2. *Consult with the Federal Government, commercial vehicle manufacturing and trucking industry to explore the feasibility of developing regulations requiring the installation of forward-facing cameras in all new and existing federally-regulated commercial vehicles.*
Last year Intact Insurance became the first insurance company to mandate forward facing cameras for their long haul trucking clients who have US exposures. Forward facing cameras when properly integrated with a fleet Telematics Service Provider can be used as a driver behaviour-coaching tool. Forward facing cameras that use SD memory cards tend to be used only as a claims tool, post-loss, to help exonerate the driver.
3. *Partner with governments, manufacturers and the trucking industry to assess the availability and feasibility of increasing the use of additional in-cab technologies that monitor distracted driving behaviour of commercial drivers.*
Driver-facing cameras are an effective tool for identifying distracted driving habits. The industry should discuss mandating driver-facing cameras for any professional commercial driver

convicted of a handheld device infraction. Discussions should also consider implementing driver-facing cameras for all newly licensed commercial drivers during their first 1 or 2 years on the road. Driving a transport truck is a professional occupation and the entry level into the industry should reflect this standard.

4. *Begin working with the governments, manufacturing and the trucking industry to assess the market readiness of advanced driver assist systems (ADAS), including speed limiters to mandate set speeds on heavy trucks, and determine the role governments can play in increasing the penetration rate of driver assist technology in the marketplace.*

Advanced driver assist technology already exists and solutions should be reviewed to mandate the technology in all new trucks. ADAS technology can save lives, reduce the severity of injuries and prevent collisions. Many personal lines insurance companies apply up to a 15% discounts for approved collision avoidance technologies.

The next 10 years will witness the emergence of a different skillset among professional commercial drivers. The future driver will have learned to drive with personal vehicles that have Collision Avoidance Systems and Lane Departure Warning Systems, and most likely, some will have expertise on Level 2 to Level 3 autonomous driving systems. Drivers in this decade will be educated on Vehicle to Vehicle (V2V) connected trucks which communicate with other vehicles on the road; and on Vehicle to Infrastructure (V2I) technology which communicates with intersections and other road sensor infrastructure to warn drivers of safety issues in real time. These technologies will help drivers take action to avoid catastrophic accidents and save lives. All new drivers will be required to meet a National Mandatory Entry-Level Training (MELT) standard for commercial vehicle drivers, which will ultimately be included in the National Safety Code.

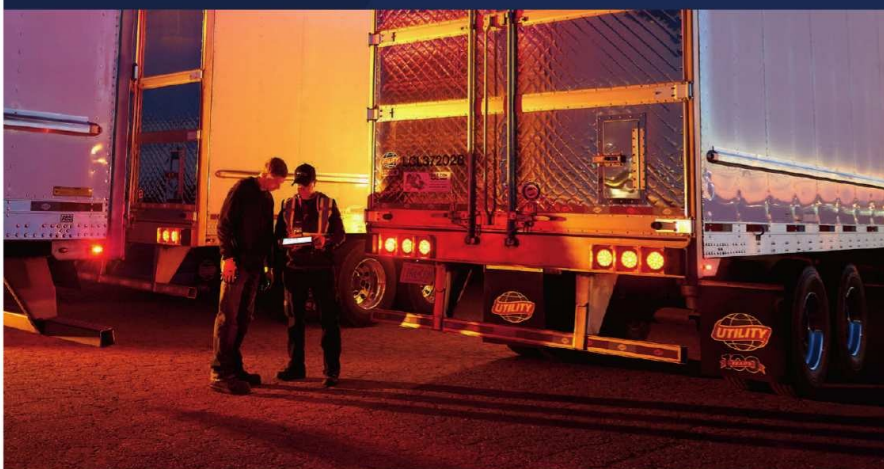
The insurance and transportation industries are facing a number of common threats and challenges. Both are battling a skilled labour shortage, and both will continue to be disrupted by new technologies. The private and government insurance industry needs to play a major role in advocating for safety changes and help reward trucking companies that implement proven, forward-thinking safety technologies and risk management best practices. All industries and governments need to move quickly to find common solutions to help prevent another catastrophic loss such as the tragedy we saw on April 6, 2018. 

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Cyber Insurance

HAL Insurance

There is no denying it – the supply chain relies heavily on an interconnectedness that only the internet and technology can deliver. Technology allows for more efficient freight movement, more precise pricing, increased security and better record keeping, to name a few. Technology brings plenty of benefit to the supply chain and without it the just in time inventory system the modern world is based on would not be possible.

With great reward, comes great risk. If all a company's data lives online – what happens when there is a security breach? If your company stores client's data, employee personal information and all your financial data on the cloud, how can you protect it? Unlike theft of physical assets, criminals do not need to be anywhere near you to access your information – calling the police on a hacker in another country may not get you too far.

Your company is likely more technology driven than you may think. Typical tech-based tools include email, file storage, ELDs, invoicing software, quote generating software, inventory management and your internal IT system such as servers, firewalls and the like. Your company's technology is an asset, just like your warehouse, trucks and trailers. Just like your physical assets need protection, so your does data. This is why cyber insurance was developed and why it is an absolute necessity for your company.

Cyber risks typically fall into two categories – data breaches and cyber attacks.

Data breaches are exactly as they sound. Your company (a.k.a the ship) has been boarded by pirates and they are rummaging through a bunch of things that do not belong to them and taking what they want. Unauthorized access to an individual computer or network can lead to a data breach of millions of pieces of information.

The term cyber attack covers a wide array of activity that includes password attacks, denial of service, phishing and malware. A cyber attack could crash your whole system, hold it for ransom or any other number of scenarios that would seriously disrupt your business operations. Image that a virus got into your server, imagine all things that ever talked to that server suddenly were not available to you – what is your plan and how much money do you have set aside to get yourself up and running. Enter cyber insurance.

A common misconception about cyber insurance is that companies are too small or do not have anything worth taking – both ideas are wrong. Even a hack of a basic email system or ELD software could set you back thousands of dollars. The amount of information available from even the simplest of systems can require outside help. Getting your system back online, restoring or recovering any data, passwords, etc. is an extensive process that will likely require some outside help. For more complex systems there is the risk of legal or civil damages if sensitive information is lost or exposed. An entire industry was built around organization's need to recover data lost to cyber breaches. Cyber recovery

companies can assist your company when data is breached, or you are under attack. From stopping attacks in their tracks to getting back lost information.

A cyber insurance policy responds when you need it the most. An experienced broker can help companies find a product that best addresses their needs. Most products will cover the following areas:

Legal Notification Costs: Canada has laws around notifying appropriate parties when information has been put at risk. The Office of the Privacy Commissioner of Canada updated the Personal Information Protection and Electronic Documents Act that requires organizations to report breaches, notify individuals and keep record of all breaches.

Crisis Management Expense: A large breach can damage your company's reputation and cost you customers. Policies may cover the cost associated with hiring a professional to communicate with clients and/or the public on your behalf.

Forensic Investigation Expenses: Complicated situations call for expertise. A forensic investigation service to work with you to identify the problem, understand the source and recover any compromised data.

Extortion and Reward Payment Coverage: In the case of your information being held hostage for money, this coverage could pay the cost of a professional negotiator and potential ransom payments extorting your company.

Business Interruption and Addition

Expenses: Having your business come to a halt for even one day can have devastating financial consequences. This coverage would help cover those losses and any other costs associated with interruption of services.


Insurance is used to protect individuals and companies from worst-case scenarios. Cybercrime magazine recently predicted that cybercrime damage costs will hit \$6 trillion annually by 2021. Global spending on cyber security expected to exceed \$1 trillion in the time period of 2017 – 2021. This stratospheric growth displays the amount of time, money and energy spend on mitigating these risks and managing the consequences of being a victim of cyber crime.

In early January 2020, the province of Saskatchewan's health care system was the victim of a cyber crime. The

ransomware attack lasted a full week and crippled administrative services. No personal medical information was compromised. EHealth Saskatchewan had virus protection, it had IT people and is well aware of the risk associated with cyber crime and still fell victim. While workforce training, a strong IT staff or partner and knowledge of all associated risks are certainly essential tools in protecting yourself, it is not a fail-safe measure.

Working with a broker is your best bet in purchasing a cyber policy that best fits your needs. As will all insurable risks, there is no one size fits all product that will protect everyone from everything. Insurers such as CFC offer cyber products based on business size ranging from private enterprise to large corporation. CFC also offers a product called Cyber Excess, which is available to businesses across the world. This particular product

is designed specifically for companies with up to 1 billion dollars in revenue – including transportation and logistics companies. It is designed to provide an excess 10 million dollars and will respond to the limit in the event multiple cyber events occurring within the policy period – typically one year.

These products exist for a reason – there are risks in the cyber based interconnected work that need to be both managed and protected against. In an ideal world, your systems and software are always secure and any risks are managed by cautious behavior. Unfortunately, just like that does not work for trucks on the road, it doesn't work in the cyber world either. You would never run an uninsured fleet of trucks and cross your fingers that drivers were well trained enough to not be involved in a collision, so do not do it with your cyber space. 

Taking the Lead in Technology based Training

Commercial Heavy Equipment Training Ltd (CHET) has just recently purchased the first Virtual Reality (VR) simulator in the school sector. This new form of simulator bases much of its success on Eye Tracking technology, in addition to revolutionary new simulations of on and off road driving. Our new simulator produced by iMVR has Artificial Intelligence (AI) that allows

for all kinds of distractions from general traffic to non-attentive pedestrians. This has been used as a rehabilitative tool for drivers with incident or collision histories. We are ecstatic with the early results.

Our focus on filling in voids in the training sector, have led us to purchase a new Volvo Dump Truck for vocational training. The 2019 model comes with the sensors and warning systems common on today's new trucks.

We are still developing new courses and training demands as our experience continues to expand.

We have been training in Western Canada this year and are adapting to the

new MELT curriculums in the western provinces. Our work with the Region of Peel's Goods Movement Task Force has brought about a greater realization of what is coming in the trucking future and where we need to be, both as a training organization and provider of freight transportation.

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Philip Fletcher
Operations Manager



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A PLAN TO BREAK THE Labour-Shortage Cycle

By Angela Splinter, Chief Executive Officer, Trucking HR Canada

Our industry is always experiencing challenges when it comes to managing our workforce and Trucking HR Canada research is showing that 2020 will be no different.

Changes to the Canada Labour Code, a continued shortage of truck drivers, and the issues with industry image are just a few issues that managers have to deal with.

Canada Labour Code changes

Bill C-86 and Bill C-65 reshape aspects of the Canada Labour Code and significantly affect the way federally regulated trucking and logistics business manage their employees.

Bill C-86 introduced major changes with respect to overtime, pay equity, employment leaves, employment standards, and hours of work. Bill C-65 introduces measures to prevent and respond to workplace harassment and violence, including the introduction of changes that can help support victims of such incidents. HR managers at trucking and logistics companies need to prepare for these new rules by conducting a full review of their current policies and procedures, compensation systems, and more.

Many still have work to do. Our recent research shows that a large number of employers in the industry have yet to update their employment policies and practices – and they need help and other resources to do so.

Trucking HR Canada is cooperating with both Labour Canada and industry associations to assist in this regard. We are also working to support employers on workplace violence and harassment compliance as a start, with more resources to follow.

The driver shortage

While the pressure may have eased a bit in 2019, all research is showing that the shortage of drivers will only continue this year.

Truck driver unemployment in Canada declined from 6.6% in 2016 to 3.8% in 2018. In comparison, the unemployment rate for all occupations fell at a considerably slower pace, from 7.0% in 2016 to 5.8% in 2018.

To fill vacancies in 2020, employers will need to expand their pool of potential workers.

This gets more difficult with each passing year. Roughly 32% of truck drivers in Canada are 55 or older – only 21% of the total Canadian labour force is in that age bracket. More than 6% of truck drivers are 65 or older. Just 4% of Canadians of that age are still working.

As an industry, we need to tackle our supply issues by appealing to a much broader group of workers. And employers need better short- and long-term recruitment and retention strategies.

Solutions


There are solutions. For starters, we're using data and research to quantify the industry's labour market.

Trucking HR Canada is currently working with the Conference Board of Canada to analyze the results of the employer survey we conducted last fall, along with the various data-pulls from government sources.

The intent is to give us a better understanding of the workforce as it stands today, and the challenges to come. While our interim Labour Market Information report is available now on our website, a more comprehensive analysis will be unveiled on March 11 with a press conference in Toronto. Please register to watch the event live via our web cast. Details will soon be on our website. When it comes to industry image – the industry is taking action when it comes to the labour pool.

The Canadian Trucking Alliance will soon be launching the largest-ever industry image campaign to address the myths and misperceptions of the industry by targeting those we know have an interest in truck driving as a career.

We will also host our first ever Workforce Knowledge Exchange on March 11. Here, we will work together to identify an action plan to inform practical approaches for employers.

Visit our website for more information and resources or reach out to theteam@truckinghr.com to learn more. I encourage you to reach out your provincial association for more localized resources and networking. 




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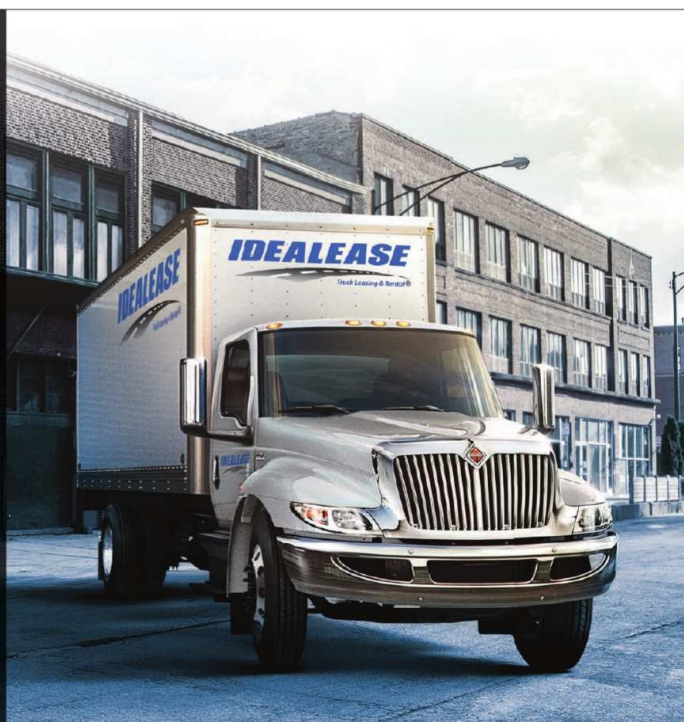


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FIVE DRIVER RECRUITING TRENDS YOU Should Be Following in 2020

Scott Rea, President, AvatarFleet

The new decade is upon us. It's 2020 and the driver recruiting game has gotten more and more sophisticated so you need the right tools to keep up.

If you're feeling a little lost at the turn of the calendar, don't worry – we've outlined five trends that you should focus on in 2020 and beyond that will keep your driver tally high. Most importantly, you'll be able to conquer all of these without having to spend any extra dollars on advertising.

1. Video

Humans are visual creatures. Science has proven it through a concept called *Neuromarketing*. The old brain is the decision maker in the brain so sales 101 (recruiting is sales) says that's who you need to talk to. Since the old brain can't read, we have to communicate to it with images. Never say it if you can show it. If a picture is worth a thousand words, then video is worth 10 times that. There's no more effective way to tell your story in 30 seconds than video.

2. Landing Pages

Landing pages convert more visitors to candidates than your homepage, career page or online application. Inserting landing pages in your candidate journey generates more leads because they remove distractions by providing a single call-to-action. A proper landing page fits on a phone screen without

scrolling, contains a 30-90 second video and simple form fill area. The goal of the form fill is to collect enough information to start the process with one or two qualifying questions such as: Do you have a valid class A CDL? Then, it's game on for the recruiter.

3. Automated Referral Source Tracking

Spend less time figuring out what sources work and let technology do it for you. Drivers often don't remember where they found you anyways – the internet is a big place with lots of job boards and postings. Automated tracking will record where these leads came from so you know where to spend your money with confidence.


4. Social Advertising

Our clients have proven social media has the lowest cost per lead. For those fans of the book *Moneyball*, you need to follow the same playbook of spending your advertising dollars on the undervalued sites. Don't spend your money where it costs you \$10 a click or \$250 per lead. Look for the site where it costs you \$250 per hire. In order to get there, you need to jump on the algorithm bandwagon to ensure you're only serving advertisements to CDL holders in your hiring radius. We commonly see wasted spend on non-CDL holders or out of market drivers by not using the data that's available.

5. Text

Email is dead. Many drivers who never used it anyways. While texting is a trend that you should have been using since the early 2000s, not enough transportation companies make use of this cheap, effective technology in 2020. Texting allows you to avoid the cluttered email inbox where emails get overlooked, deleted or sent to spam. Texting is a significantly faster, more direct form of communication.

Professional drivers can't talk most of the time from 9 a.m. – 5 p.m. because they're driving – do you really want the driver who will take your call while they're on the job? Texting allows drivers to respond to you on their schedule which is ever changing and outside of their control. Our clients will commonly text candidates 15-25 times throughout the recruiting process before onboarding a driver. Texting from your Applicant Tracking System should be the primary form of your communication with candidates.

You will recruit more drivers in the 2020's than in the 2010 decade. Your Driver Applicant Tracking System should be facilitating all of these trends so you can touch more candidates each day, track where they came from and ultimately generate more leads. Cheers to a new decade full of more qualified leads! 

Using Telematics to Strengthen Your Safety Culture

By Sonja Houston, Business Development Manager at ISAAC Instruments

Does your company have a safety strategy? For many carriers, this is one of the most important aspects of fleet management. Having drivers that adopt safe behaviors, in addition to having well-maintained vehicles, favors efficiency and optimizes operations. Fortunately, technology can help to proactively identify and assess risks, and prevent potential accidents. Telematics solutions can aid in the creation of a strong safety culture and provide data to guide company policy.



CHOOSE A DEVICE DESIGNED FOR THE TRUCKING INDUSTRY

It's no secret that distracted driving is one of the most common causes of collisions. Besides lives lost, injuries suffered, and collateral damage, the costs incurred can be tremendous.

The cost of a fatal accident can reach 10.9 million dollars.

Over the past few years, the omnipresence of smartphones has changed both our lifestyles and driving habits. Reading and sending text messages while driving ranks among the most disturbing distractions. When traveling at a speed of 110 km/h, looking away from the road to focus on a cell phone, even for five seconds, is equivalent to traveling the length of a football field with your eyes closed. It's no surprise that Canadian provinces have implemented legislative measures regarding cell phone use and distracted driving.

Professional drivers are not exempt from this reality. They spend most of their time behind the wheel. Having them use a telematics solution on their phone or on an unsecured tablet while driving does them a grave disservice, and carries many risks. In the event of an accident, questions of liability arise if the driver was using a cell phone. Is it the driver's fault? Is it the employer's fault, for requiring drivers to use unsafe tools to do their job?

As drivers have to communicate with the office and receive instructions to perform their duties, providing them with a tool that does not compromise road safety is crucial. Choose a telematics device that is developed especially for drivers to track their hours of service, communicate with dispatchers, conduct pre/post trip inspections, and check performance reports. The device should be locked while driving, solidly affixed to the dashboard, and installed in a safe location.

OPT FOR REAL-TIME FEEDBACK

We can only change a behavior that needs improvement, if we are aware of it. Telematics helps alert drivers in real time about the sudden maneuvers they make. Some telematics systems can warn drivers of hard braking, unsafe turns, and speeding. Drivers become aware of what they have just done and can immediately adjust their driving.



If real-time feedback is insufficient to get drivers to correct their driving behavior, safety managers can then take action. Technology makes it possible to send out email alerts to inform the appropriate people of the situation. Detailed data is also collected to allow for prompt reporting that identifies hazardous drivers and/or trends within the fleet. To foster commitment to the safety culture, managers are then better able to plan individual and group training sessions.

PROTECT YOUR DRIVERS AND CORPORATE REPUTATION

Dashboard cameras are very popular, for good reason. Drivers will agree: some situations can be hard to believe, and in the event of an accident, their word is often brought into question. With video evidence, the circumstances of an event are undisputable. As the saying goes, a picture is worth a thousand words.

Cameras integrated with a telematics solution provide even greater benefits. Since they are connected to the vehicle's data recorder, they automatically save the 10 seconds preceding and following every critical event. As a result, the safety manager can access the video and telemetry data surrounding a hard braking event for example, to understand the context in which it occurred. How fast was the vehicle going? Where was it, exactly? Was the driver tailgating the vehicle in front? The combination of video and data can also be used as a training tool to highlight mistakes and explain appropriate behaviors.




STAYING AHEAD OF THE PACK

Knowing the condition of vehicles and ensuring their proper maintenance is important to fleet safety. If a defect on the vehicle or trailer goes unrepaired, a telematics system can alert the driver before using it. Also, an ELD that features a camera allows drivers to take pictures of defects and automatically send alerts to maintenance managers. By addressing problems quickly, you can ensure that the vehicles you send out on the road are in good condition and thus avoid potential incidents.

Renown transportation company Trimac is a perfect example of a carrier using telematics to enhance its fleet's safety. "Trimac's focused approach to safety and innovation has been a key factor in providing 75 years of service to our customers," said Matt Faure, President and CEO of Trimac Transportation.

"As part of this ongoing commitment, Trimac chose ISAAC in-cab devices for our entire North American fleet following a rigorous evaluation process. This innovative technology assists our safety efforts through real-time driver coaching, telemetry and integrated text and video communications. This level of connectivity with our drivers and understanding of their work environments improves our team's knowledge, understanding and daily decision-making," concluded Faure.

Employees will embrace a safety culture when they are aware of the risks and understand the impact they can have practicing workplace safety. Using technology shows the company's commitment to safety and provides the necessary tools to identify, assess, and anticipate risks. 

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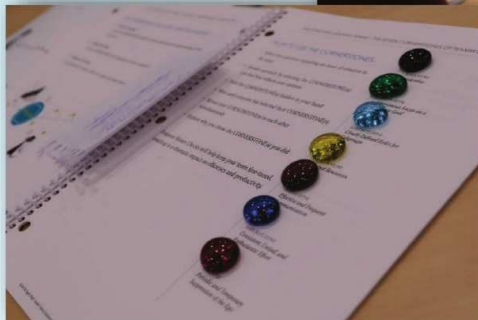
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In 2017, The Gear Centre became Canada's only nation-wide Premier Parker Truck Distributor for truck hydraulic components. Their in-house system design team and trained technicians are uniquely qualified to handle everything from common repair problems to complex issues that require in-depth troubleshooting, failure analysis and long-term solutions. The Gear Centre's extensive line of hydraulic products include PTOs, product pumps, valves, filters, reservoirs and a wide variety of accessories used in a wide range of applications – from dump trucks and wrecker units to picker trucks and snow plows. For more information: www.gearcentre.com 



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ELD Certification Process Coming in March, Transport Canada Says

The application process to certify electronic logging devices (ELDs) for use in Canada is scheduled to open this month as test procedures are finalized, Transport Canada has announced.

Hardware, software, and apps alike will need to be tested by a certification body accredited by Canada's Transport Minister – unlike the U.S., where suppliers can self-certify their devices.

It all comes as Canada prepares to mandate ELDs for federally regulated carriers beginning in June 2021. Provinces and territories are expected to follow suit.

Transport Canada will leave the actual certification to the Standards Council of Canada, which will have its actions guided by a new ELD Certification Stakeholder Advisory Committee. (Those who want to join it have been invited to email mvs-sa@tc.gc.ca).

"We will try to make a decision within a month of receiving your application package. Once a decision is made, we will send you a notification," Transport Canada says on a related website. "Accreditation is valid for five years, unless it's suspended or cancelled."

The step-by-step certification process has been developed by Transport Canada and the National Research Council, requiring simulations and bench-top and in-vehicle tests. Each device will need to have at least 25% of the test procedures completed per year, with none of the tests repeated over a four-year cycle.

"These test procedures will help to make sure tests are comprehensive and consistent, regardless of who is doing them. We will make the test procedures available once the application phase starts," Transport Canada adds.

Certified software will be identified with a unique certification number. Transport Canada is to be informed of any changes to certification status within seven days

A Message from Mike Millian, President of Private Motor Truck Council of Canada:

"On March 13, in an email to industry stakeholders, Transport Canada announced the finalized testing procedures for certifying ELDs. The finalizing of testing procedures by the SCC and Transport Canada is another positive step in the right direction and brings us one step closer to seeing third party certified ELD devices on the market. While we are still likely three months or so away from seeing any certified devices on the market, it is still a positive step. The finalization of these procedures involved a lot of work and cooperation between TC, SCC and all industry stakeholders. The PMTC congratulates all involved in reaching this step and are hopeful that the process of certifying an independent testing body will be able to begin shortly and proceed to the next step with minimal delays, as the deadline for the industry to meet the federal ELD mandate of June 12, 2021, is quickly approaching."


For more information on Canada's certification requirement for ELDs, visit <https://www.tc.gc.ca/en/services/road/accreditation-certification-bodies-certification-electronic-logging-devices.html>.


UAP, Inc. Acquires Master Sourcing, Inc.

The Heavy Vehicle Parts Division of UAP, Inc. announced it has acquired Master Sourcing, Inc., located in Bois-des-Filion. Master Sourcing, Inc. is a major player in the distribution of hydraulic and pneumatic parts for trailers and dump trucks. For 10 years, thanks to their private brand, Master Lind, they have gained market share in Eastern Canada.

"We are very pleased to welcome the Master Sourcing, Inc. team to the Traction/TW network," said Pierre Rachiele, Executive Vice President, Heavy Vehicle Parts Division, UAP, Inc. "We will benefit from the great technical expertise of this team, which will allow us to extend our sales and distribution activities for this family of products to the entire country, thanks to our network of Traction stores and TW distribution centres."

UAP, Inc. intends to maintain Master Sourcing, Inc.'s current facilities in Bois-des-Filion and keep the team in place, including former owner and founder, Mr. Pierre Asselin.

The Heavy Vehicle Parts Division of UAP, Inc. is the Canadian leader in the sale and distribution of parts and components for trucks, trailers and heavy vehicles. Comprising a network of more than 100 Traction stores, 125 TruckPro repair shops, seven TW and CADEL warehouses and MTC, a leaf spring manufacturing plant, the company has been providing national coverage to the trucking industry for over 25 years. 



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