

NATIONAL TRUCKING WEEK

Supplement to the Winnipeg Free Press

September 7th - 12th, 2014

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contributions made by 400,000
Canadian men and women who
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MTA & MPI team
up to educate
new drivers
– P6

Woman's business
talent drives her
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Pulling ahead

Trucking industry plays huge role in province

By Holli Moncrieff For the Free Press

Participants take part in the United Way Truck Pull.



Terry Shaw, executive director of the Manitoba Trucking Association.

Most of us are dependent on the trucking industry, even though we may not realize it. Commercial trucks transport 95 per cent of everything we eat or buy in Manitoba.

"Trucking in Manitoba contributes about 1.5 billion dollars annually to the Gross Domestic Product (GDP). It consistently makes up six to seven per cent of the provincial GDP, which puts it towards the top," said Terry Shaw, executive director of the Manitoba Trucking Association (MTA). "The trucking industry is a large employer and a critical service provider. It's a major contributor to the provincial economy."

The trucking industry plays a vital role in Manitoba's economy. Over 25,000 Manitobans are employed in the truck transportation sector. MTA figures show that for every 10 jobs created in the trucking industry, seven jobs are created in associated industries.

"Trucking is not immune to economic downturns, but it's definitely recession-resistant. We felt the pains of the economic turmoil in '09, but at the end of the day, people still want to eat and purchase clothing, food, cellphones and televisions that were made somewhere else," Shaw said. "As a society, people are buying more and consuming more."

A typical tractor-trailer raises about \$40,000 annually in federal and provincial taxes and fees. More than 300,000 commercial trucks cross the Manitoba-U.S. border each year.

Over 300,000 Canadians are truck drivers, making it one of the top occupations in the country. In spite of this, the industry is facing a critical people shortage. Shaw said that a 33,000-person deficit is predicted by 2020.

"As we're already over halfway through 2014, this is a real concern. We need to find trained drivers and get them into trucks. We're communicating as much as we can so people know about the opportunities that exist in the industry," said Shaw. "We're always on the hunt for people who are willing to work as professional, trained truck drivers. Everybody is struggling to attract people. We're facing competition from other provinces and from other industries."

One of MTA's strategies is the Entry Level Professional Truck Driver Training Program, which is a partnership with Manitoba Public Insurance (MPI). The commercial division of MPI funds the program, which trains

Regulations that vary from province to province are one of the challenges facing professional drivers.

students in essential skills and matches them with employers.

"Trucking is becoming more regulated and more technical, so it's more difficult to break into the industry. A licensed driver isn't necessarily a trained driver — getting your Class 1 licence doesn't mean you'll get work as a driver. There's a certain level of pre-education the industry wants to see," Shaw said. "We've had a lot of success with the training program."

Regulations that vary from province to province are one of the challenges facing professional drivers. The MTA consistently lobbies for standardized regulations.

"Trucking is a highly-regulated industry. We're working to harmonize those regulations so we don't spend a lot of overhead trying to understand regulations in Saskatchewan, Alberta, B.C., Ontario," said Shaw. "Industry regulations just aren't keeping up with the advances in technology. These are lost opportunities that would improve economic efficiencies and have a positive environmental impact."

As an example, Shaw mentions the full-length boat tail, which is essentially a big wing on the back of a trailer. The boat tail reduces aerodynamic drag, which means the truck will use less fuel.

"It's being used in Ontario, but it's not legal for use in Manitoba yet," he said. "The cost of diesel fuel is significant now. Anything we can do to mitigate those costs will benefit consumers, and perhaps more importantly, it will lessen our environmental impact and result in fewer greenhouse gas emissions."

Advances in technology, along with increased training and education, have made the industry safer. Satellite messaging and cellphones allow drivers to get help when they run into problems on the road.

"As much as those who work in trucking love it, it takes a certain person to do this job. It can be isolating, although technology is improving that aspect. Drivers are still away from their families for long periods of time," said Shaw. "I'd like to thank the men and women who work in our industry. We appreciate their contributions."



Laura La Palme of the MTA shows off an 'I heart trucking' T-shirt.



Participants take part in the World's Largest Truck Convoy for Special Olympics.



On track

Shaw Tracking reduces costs
& improves productivity

Photo by Darcy Finley

By Jennifer McFee For the Free Press

Kyle Harris of Harris Transport shows off the Shaw Tracking system he uses in his fleet

Increase productivity. Reduce costs. Improve driver safety. Maximize compliance.

Those are just a few of the benefits of managing your fleet with Shaw Tracking technology.

Since it launched in 1990, Shaw Tracking has been providing its clients with fleet-management solutions, whether they have one truck or thousands of trucks.

Shaw Tracking offers GPS truck tracking systems with custom applications that cater to each client's unique needs. The wireless onboard recorder not only tracks vehicles but also offers activity and incident reporting as well as fuel and mileage reporting. In addition, it provides a daily summary of what is happening with the fleet, including wait times, fuel consumption and idle times.

Companies both big and small can see a significant difference in operational costs. Even smaller companies can afford these low-cost hardware solutions, since monthly plans start as low as \$40.

Essentially, the technology pays for itself through notable cost savings. It's easy to see the positive impact on the bottom line as Shaw Tracking offers solutions that help to optimize fuel efficiency, manage driver performance, achieve compliance, streamline paperwork and improve routing. Using specialized products, companies are better able to manage vehicles that include trailers, reefer units

and industrial equipment.

Kyle Harris, president of Harris Transport Ltd., which runs 80 trucks, said the company has been using Shaw Tracking products for almost 18 years.

"We saw the value in being able to communicate with our trucks, sending messages back and forth, as well as knowing their location," Harris said. "Prior to that type of technology, it was a little bit cumbersome not knowing where trucks were and communicating with guys. They would have to find pay-phones. Not everyone had cellphones back then."

Harris said his company has upgraded over the years and are now using Shaw Tracking's MCP50 platform.

"It gives us even gives us more information," Harris said. "Because we're able to monitor our drivers, we can monitor off-route miles. We can download key performance metrics to monitor excessive idling, over-revving, which all consume fuel unnecessarily. That impacts our bottom line.

"It helps us better serve our customers," he said. "It gives our customers the safety and security of knowing where the trucks are."

Another benefit is the ability to maximize compliance through an electronic onboard recording system that monitors drivers' hours in real time. This world-class system offers an easy-

to-adopt compliance tool for Transport Canada and Federal Motor Carrier Safety Administration, which simplifies the ability to be compliant with ever-changing regulations.

Dispatchers can access up-to-date information about driver availability, plus reports on duty status, driving time and remaining hours of service. These electronic logs can also eliminate 30 minutes of drivers' administrative time each day due to manual entry.

As a result, Shaw Tracking helps to improve driver efficiency, satisfaction and safety. Its proprietary in-motion user interface reduces driver distraction for safer trips. Drivers will be pleased with the reduced amount of manual work to input data, as well as the reduced risk of making errors. And happier drivers equate to better retention rates, which means lower company costs for recruitment and replacement.

At the same time, Shaw Tracking enhances the ability to retain customers who value safe and timely deliveries. Customer relations can be improved through truck routing software, in-cab screening and other professional services.

There is something for everyone with a series of three distinct Mobile Computing Platform technologies to choose from. The MCP50 offers the lowest-cost solution. This wireless GPS tracking system is compatible with all

transportation companies.

The MCP110 maximizes savings through PDF viewing, printing, automated driver tracking and optional WiFi. As well, it includes an integrated text-to-speech function to improve driver safety.

With the MCP200, drivers can enjoy a slide-out keyboard plus in-cab Internet access, training, cellular-based multi-mode communication and WiFi communication. Satellite communication is also an option.

Installation is simple and takes less than an hour to complete. This 100-per-cent Canadian company serves customers from coast to coast with dedicated account managers and ongoing 24-7 support.

The results truly speak for themselves. With nearly 25 years of experience, Shaw Tracking has served more than 700 customers and surpassed 50,000 units.

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For more information on Shaw Tracking, visit www.shawtracking.ca or call 1-800-478-9511.

Greetings from Manitoba Public Insurance

On behalf of everyone at Manitoba Public Insurance, I would like to wish your members and their employees a safe and enjoyable National Trucking Week.

This celebration gives us the opportunity to recognize the professional drivers that work hard to make sure cargo is transported safely on roads throughout the country. You are truly the lifeblood of the industry and are vital to its continued success.

Manitoba Public Insurance is a proud supporter of the trucking industry. We developed the Entry Level Professional Truck Driver Training Program with input from members of the local trucking industry and the Manitoba Trucking Association (MTA). The program is funded by our Special Risk Extension line of business and is designed to get more qualified truck drivers on the road to accommodate the fast-growing transportation industry.

The trucking industry itself is integral to the overall economy of Manitoba. It plays a key role in helping other major industries, such as manufacturing, construction and agriculture, to meet the needs of

their customers and to keep thousands of Manitobans employed. The industry also plays a key role in maintaining a focus on road safety. At Manitoba Public Insurance, we support that commitment and will continue to work together on industry safety efforts.

The MTA should be commended for serving and supporting its members to help ensure the trucking industry continues to prosper for years to come.

I hope you are rightfully proud of the work you are doing and that you all get a chance to reflect on your achievements during National Trucking Week. I wish you continued success.

Dan Guimond
President and CEO
Manitoba Public Insurance



Trucking drives our lives

Have you ever considered what life would be like without the trucking industry? Our industry transports tons of cargo each year. If the wheels ever stopped turning, our country would notice immediately. With very few exceptions, every product we have was transported by truck. Take a moment to reflect

and recognize the significance and importance of truck transportation to our communities and province.

Listed below are some highlights of the truck transportation industry in Manitoba, which illustrates its importance to our communities and province.

- Six of Canada's top 100 for-hire carriers, and two of the top 100 carriers in the U.S. are based in Manitoba.
- There are over 400 for-hire trucking companies headquartered in Manitoba (five or more trucks).
- Approximately 340,000 commercial trucks cross the Manitoba-U.S. border at Emerson. The border

crossing at Emerson processes about \$18 billion in trade traffic annually more than any other border crossing in Western Canada, and fifth largest in Canada. • 25,000 Manitobans are directly employed in the truck transportation sector (specialized and general freight). Of those 25,000, 58 per cent are employed in the industry

in Winnipeg. Figures show that, for every 10 jobs created in the trucking industry, seven jobs are created elsewhere (i.e. suppliers, service industries, road departments, etc).

- The transportation and warehousing sector employs approximately 5.7 per cent of the Manitoba labour force.

While the Manitoba trucking industry plays a vital role in the provincial and local economies, the industry also demonstrates an ongoing commitment to the communities it serves. Trucking industry employees not only provide transportation services to almost every community in the province, they also live in them, making trucking an integral part of the social fabric of

Manitoba society. The trucking industry and the people who make it as vital as it is are dedicated to making Manitoba a better place to live, to work and to drive. So take a moment to look around your house, office, store or cottage and remember ...

It was all brought to you by truck!

Source: Manitoba Trucking Association



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MTA-MPI partnership schools new drivers



By Hollie Moncrieff For the Free Press

An innovative program promises participants a new career in just six weeks.

The Entry Level Professional Truck Driver Training Program is a partnership between the Manitoba Trucking Association (MTA) and Manitoba Public Insurance (MPI).

"This program was developed to help with the driver shortage," said Danielle Rutan, MTA program administrator. "The current population of drivers are ready to retire, and there just isn't the people to replace them."

After six weeks of schooling, the students undergo 240 hours of on-the-job training with a coach. This training generally takes three months, and during that time participants are paid by their employers.

The students are then mentored for an additional six months.

"They do the day-to-day stuff on their own, but a mentor will be checking in with them. The candidates will work out the remainder of their two-year contract with the employer," Rutan said. "This program puts professionally-trained drivers with a better standard of training on the road."

Codey Park was working in a lumberyard before he applied to the program. He'd always wanted to be a truck driver like his father and grandfather.

Park started his on-the-job training with Jade Transport in late January.

"I love it. I get to see a lot of the country, which was one of the things I was most looking forward to — getting to see all the awesome views from all over



Photo by Darcy Finley

Danielle Rutan of the Manitoba Trucking Association.

North America," he said. "I can be gone for two to three days or a week. It's all part of the industry, but I enjoy it."

MPI's Special Risk Extension Group finances the tuition for qualified participants. Upon completion of the two-year contract their tuition is forgiven. If they do not complete the program then they have to reimburse for the tuition paid, to a current maximum of \$8,400.

"Many of our candidates stay with their employers well beyond the two years," said Rutan. "The employers want them to stay. Companies that use this program get to maintain stability with some of their drivers. The impact is huge for smaller companies, and one more tool for larger companies to use."

The Entry Level Professional Truck Driver Training Program started in 2008. Brian Smiley, MPI's media relations co-ordinator, said the program has been successful in a number of ways.

"We've had positive feedback from the participating trucking companies, and the number of candidates and graduates is increasing," he said. "Recruiting drivers is always challenging. Trucking is a demanding career, and anyone who thinks it isn't has never tried it."

Ensuring that drivers are highly trained reduces the risk of collisions and high-risk driving, said Smiley.

"Truck drivers face a number of driving challenges

— not only the size of the rig, but weather and the volume of traffic around them. It's important that they are able to competently handle their rigs," he said. "A trained driver is a safe driver."

Potential candidates must apply to Employment Manitoba to make sure they're not eligible for similar programs. Once they've received a letter of denial, they need a criminal record check, commercial driver abstract (record of driving history), and a Class 1 learner's licence, which is the written part of the test.

"Once they're approved to the program, I give them a list of employers and schools. They have to apply to the employers. Once they're accepted by an employer, that's when they apply to a school," said Rutan. "There are five schools with different start dates, and new classes starting every four weeks. There's always a class going, and no cap on the amount of students we can accept into the program."

A long-distance driver typically earns a minimum of \$60,000 per year, she said.

"I don't know too many careers where you can turn around after six weeks of schooling and make \$60,000. The positions are there. We just need people to fill the seats," Rutan said. "The demand is there and it's not going anywhere."

Park said he would recommend the program to anyone interested in a new career.

"I thought it was great. I had great instructors, and I learned a lot," he said. "I knew some stuff about trucks, but there was a lot I learned about the industry. Being on the road, having the trucker experience — I wouldn't trade it for anything."



Amandeep Sanger (left) and Codey Park are students in the MPI Entry Level Professional Truck Driver Training Program.

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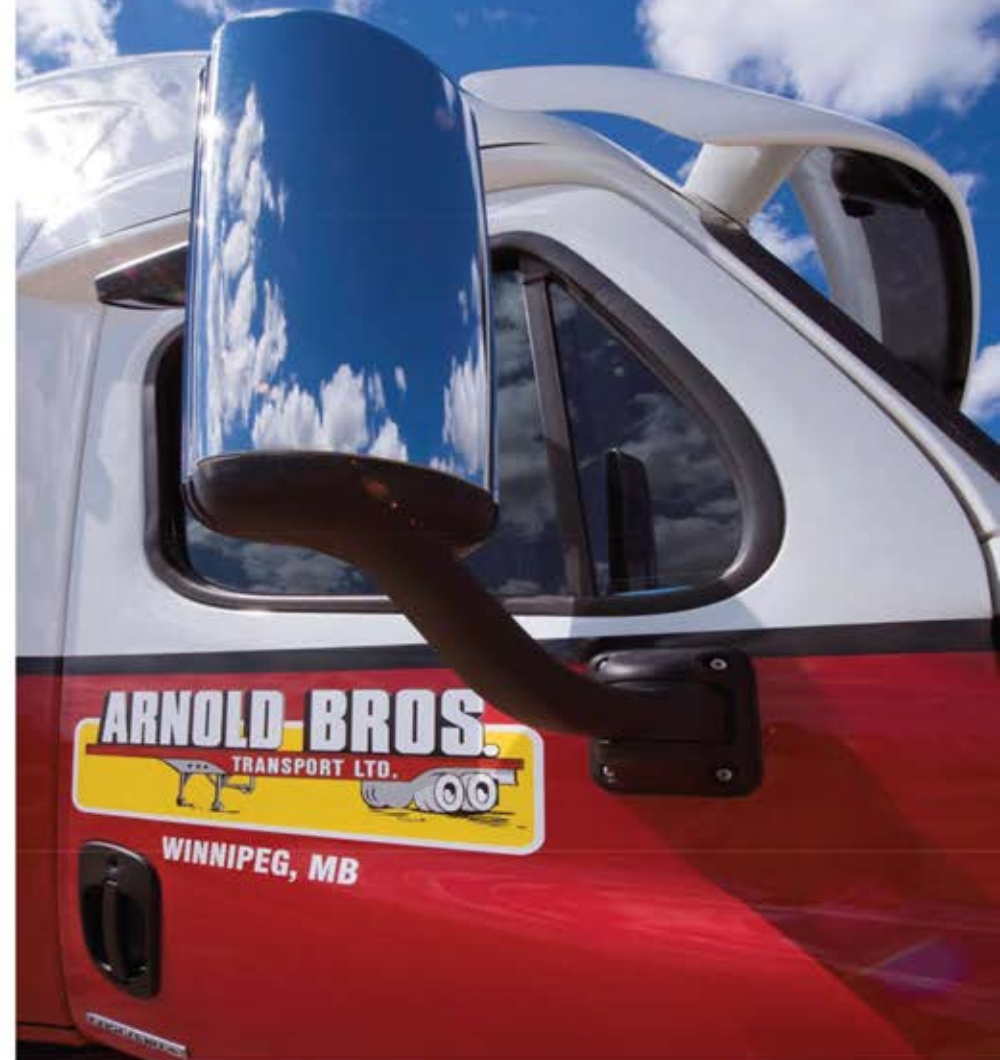
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Supporting the fight against breast cancer, one truck at a time



By Nancy Boomer For the Free Press

Every day, in communities all across North America, Manitoba truckers deliver valuable cargo for their customers. Thanks to their community spirit and participation in a national initiative, many are now also delivering messages of hope and support for people affected by breast cancer.

Smart Truck Canada and their dealers have joined forces with cancer care foundations across Canada to launch the Pink UnderTray Awareness Campaign. In July, Smart Truck Canada began offering bright pink UT6 undertray systems to its trucking customers, donating \$350 from each sale to the cancer-care organization in the province where the equipment is sold.

Buyers, encouraged to make a donation to their local cancer care foundation, also receive a large decal to attach to the truck trailer to further show support for the fight against breast cancer. Each participating truck sports the logo and distinctive signage of its home province and cancer-care foundation, but their shared message of hope is universal.

The campaign is slated to continue until the end of October which is Breast Cancer Awareness Month in Canada.

John Manchulenko, business development manager for Smart Truck Canada, said the idea to support cancer care and create awareness began to take shape after a visit to the Mid-America Trucking Show in Kentucky this spring.

Smart Truck Canada's eye-catching pink undertrays also contribute to truck and business efficiency by promoting better vehicle aerodynamics.

Rectangular trailers, by design, are commonly used for hauling cargo but are also tough to pull through the air. Directly behind every trailer rolling down the highway is a low pressure wake that is the single largest element of aerodynamic drag on the entire vehicle. The wake tries to pull the vehicle backward, greatly reducing fuel efficiency.

Smart Truck Canada's undertray system was designed to directly reduce the size of the drag wake and improve fuel efficiency on an average Class 8 truck during normal, long-haul highway operations. Durable and easy to install, the product has been verified by the U.S. Environmental Protection Agency's SmartWay Transport Partnership between governments and the trucking industry to improve fuel efficiency, reduce greenhouse gas emissions and lower air pollution. The

verification means vehicles equipped with the trays are carb compliant, a requirement for trucks accessing the lucrative California market.

Manchulenko said the provincial trucking community was quick to step up and support the campaign. In just under a month, more than 80 pink undertray systems were sold, a response that is gratifying, but not surprising for a province well-known for its strong sense of community and charitable spirit.

"The response has been fantastic so far and that's so like Manitoba," said Manchulenko. "The fleets we have approached have been very supportive of the idea, especially many of the smaller companies. Some of the larger companies bought more than one system and also donated funds to the CancerCare Manitoba Foundation."

Manchulenko said the public also continues to show its appreciation for the industry's support for an important cause. Since professional truck drivers travel all over the continent, the campaign's breast cancer awareness message is reaching people every day, every where the vehicles travel. The provincial industry's driver training vehicle, commonly seen in and around Winnipeg, also features the campaign elements for added awareness in the local market.

Truck drivers say that people often wave or honk when they see the pink trays and accompanying signage. Others have posed for photos by the parked trucks as a show of their support.

Smart Truck Canada's campaign vehicle has been on display at CancerCare Manitoba Foundation's special events.

"In addition to raising needed funds and providing exposure for the CancerCare Manitoba Foundation, the pink on the trucks is unique and will cause people to pause and think about the cause," said Bob Jones, vice-president of marketing and communications for the CancerCare Manitoba Foundation. "The more people are aware, the more likely they are to seek ways to help. It may also remind women to get checked. Early detection can result in better outcomes."



Photo by Darcy Finley

John Manchulenko, business development manager at Smart Truck Canada.

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Best of the best

Drivers put skills to test; come together for community



Photos by Ian Smart

By Jim Timlick For the Free Press

When it comes to talk about skilled professions, truck driving is rarely part of the conversation.

That's a shame, according to Laura La Palme, who is responsible for marketing and business development for the Manitoba Trucking Association. La Palme says most people don't realize the high level of skill required to operate a large commercial vehicle.

"We don't refer to our people as truckers or truck drivers. We refer to them as commercial drivers or professional drivers," she said. "The truth is it takes a lot of skill (to be a professional driver)."

Showcasing the skills of commercial drivers is the primary focus of the Manitoba Professional Truck Driving Championships, held annually at Peterbilt Manitoba. The competition has been around since 1950 and requires participating drivers to successfully navigate a series of challenges on a driving track, pass a written test and receive a score as part of a trip inspection.

Champions are determined in a number of categories including single truck, single-tandem and Super B Train. Awards are presented following the competition including for rookie of the year and grand champion.

"The whole reason for the event is to showcase the level of skill it takes to do this and bring that awareness to the general public, that it is a skill," La Palme said.

"It's not something just anybody can do. We want people to understand it's a skill and it takes a high level of professionalism," she adds. "Just imagine trying to take a 53-foot trailer and back it into a tight space."

This year's provincial competition took place June 21 at Peterbilt Manitoba on Brookside Boulevard. Winners included Matthias Pieper (Bison Transport) in straight truck, Brian Hrabarchuk (Canadian Freightways) in single-single, Ronald Poirier (TST Overland Express) in single-tandem, Denis Roberts (TST) in tandem-tandem and Ken Wiebe (EDB Enterprises) in Super B Train.

Each of the winning drivers earned a spot on the Team Manitoba squad that represented the province at the National Professional Truck Driving Championships, held the first week of September in Estereel, Que. It's an event Manitoba drivers dominated in 2013. Team Manitoba was presented with the top team award while TST's Poirier and EBD's Wiebe placed first in single tandem and Super B Train respectively. Howard McAfee placed third in the tandem-tandem category while Jason Novak of Canadian Freightways won the safety award.

"It's a very big deal," La Palme said of the national competition. "In a sense, it's like the Oscars for us.

"There is a tremendous sense of pride that comes with it. It's something you do every day and now you are considered among the best of the best. It's a huge accomplishment."

The MTAs accomplishments haven't been reserved strictly to the road or track. Its member companies and their employees devote considerable time to a number of charitable efforts in the community including the MTA Scholarship Program, which provides \$10,000 each year in academic and apprenticeship awards.

"It's part of our culture. Our members are some of the largest charitable givers," La Palme said. "It's also about a sense of community for us. It's important for us to show how we are good corporate citizens."

Among those charitable efforts for the MTA is the Annual Truck Pull in support of the United Way. Participating 10-member teams pay a registration fee of \$500 to see who can pull a 19,000-pound truck 100 metres in the fastest time. This year, 12 teams raised \$6,000 for Manitoba United Way.

"It's a fun competition and a great way to get people together," La Palme said. "The idea is to raise money for charity and raise awareness of how the trucking industry gives back to the community."

Two other causes near and dear to the hearts of MTA members are the Winnipeg Harvest Grow-A-Row project and the World's Largest Truck Convoy in support of Special Olympics which this year involved 190 trucks with \$59,000 raised.

The MTA began participating in the Grow-A-Row project two years ago and staff have quickly become enthusiastic supporters. In fact, they decided to expand their efforts this year and dug up a 10-foot by 10-foot plot behind the MTAs headquarters on Bunting Street in Winnipeg which they are using to help Winnipeg Harvest in its efforts to feed the hungry.

The MTA recently wrapped up this year's World's Largest Truck Convoy. Individual drivers raised money for Manitoba Special Olympics by paying a registration fee and collecting pledges from family, friends and co-workers.

Special Olympians got to ride along with participating drivers along the parade route, which began at Oak Bluff Recreation Centre and continued in and around the neighbouring community.

"It keeps getting bigger and bigger. It's quite a sight to see. People now line up along the route and watch from their lawn chairs," La Palme said.



Drivers take part in the Manitoba Professional Truck Driving Championships.



MTA staff launch the Grow-A-Row project.

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Debbie's It's a ~~man's~~ world

Hard work, business savvy pave way for success in male-dominated business

By Todd Lewys For the Free Press

About 10 years ago, Debbie Zajaros was at a crossroads in her life.

Looking for a new challenge, she was considering her options when one suddenly presented itself.

"My dad was looking at a succession plan for his company (North End Spring, a wholesale distributor of truck suspension parts), as he was looking to retire," she recalled. "I was at a point in my life where I wanted to be my own boss, so I said, 'maybe I'll buy the company from you.'"

Zajaros's father's answer was swift and unequivocal.

"He said 'you'll have to toughen up,' she said. "I disagreed, so I made a proposal. I asked him to let me work beside him for a year to prove myself. If, after that time, it didn't work out, we'd forget I ever made an offer."

As it turned out, that year of trial by fire proved that Zajaros — then a single mom with two children — had what it took to run the business. Still, it wasn't easy, not by a long-shot.

"It was a lot of hard work, and I had more than my share of sleepless nights, but I had lots of help from family and friends," she said, adding that she wasn't a neophyte at the business due to working in the shop selling parts and doing accounting after she went to Red River College. "As a woman in a male-dominated business, you're always

proving yourself."

Blessed with a sharp business mind, Zajaros has since proven herself, and then-some. North End Spring — which will celebrate its 70th year in business in 2015 — is a thriving company that has expanded and diversified in the nine years she's been the owner.

"We now supply parts for Manitoba, Northwest Ontario, Nunavut, Saskatchewan and Minnesota,

"It was a lot of hard work, and I had more than my share of sleepless nights, but I had lots of help from family and friends."

and we also have a repair facility that can service half-ton trucks right up to cement mixers," she said. "Business has been good, with about a five per cent improvement per year."

In her nine years as owner of North End Spring, Zajaros has had to navigate some stiff challenges and make decisions that determined the company's future. As good as business has been,

the road to success hasn't always been a smooth one.

"Well, we the weathered the economic downturn that hit the trucking industry hard a number of years back (around 2008 or so) — it was a scary time to be in the business," she said. "Then, about a year after I bought the company, the owner of the building that housed our shop decided to sell the property. I was faced with having to move 10,000 square feet of stuff, or making an offer."

Zajaros decided on the latter, and it's proven to be one of the best business decisions she's made to date.

"I did the math on what it would cost to move; it just made far more sense to buy the building and stay where we were, so I did. Doing that put me in charge of my company's future by having a solid base to continue to operate from."

Since then, she's continued to diversify the company's services, while adding an additional revenue stream at the same time.

"Last year, I rented out two bays to a fellow who has an alignment service," Zajaros said. "Now, we can basically offer customers a one-stop-shop — we can do repairs, and then send their vehicle over for an alignment if required. It turned out to be a really good move."

Even though business is good and she loves what she does for a living, Zajaros said it still isn't easy to be woman running a business in a testosterone-infused, male-dominated industry.

"Guys will give you one chance. If you get it right, they'll use you," she said. "Still, there are plenty of doubters, so you have to get a thick skin and let what they say just run off your back like water off a duck's back. I've noticed that there are so many women working in the industry nowadays. When I took over, there were maybe one or two. Now, there are dozens, with many on the order desk."

Her secret to success?

"I've surrounded myself with good people, and I also have a husband who works here with me. He takes care of the shop, and is in charge of the mechanics, so he picks up in areas I'm not so great at. It's definitely been a bit of a crazy ride, but I've never wanted to do anything else, and I love what I do."



Photo by Jason Halstead

Debbie Zajaros, owner of North End Spring Ltd., at the business located at Route 90 and Selkirk Avenue.



Debbie Zajaros

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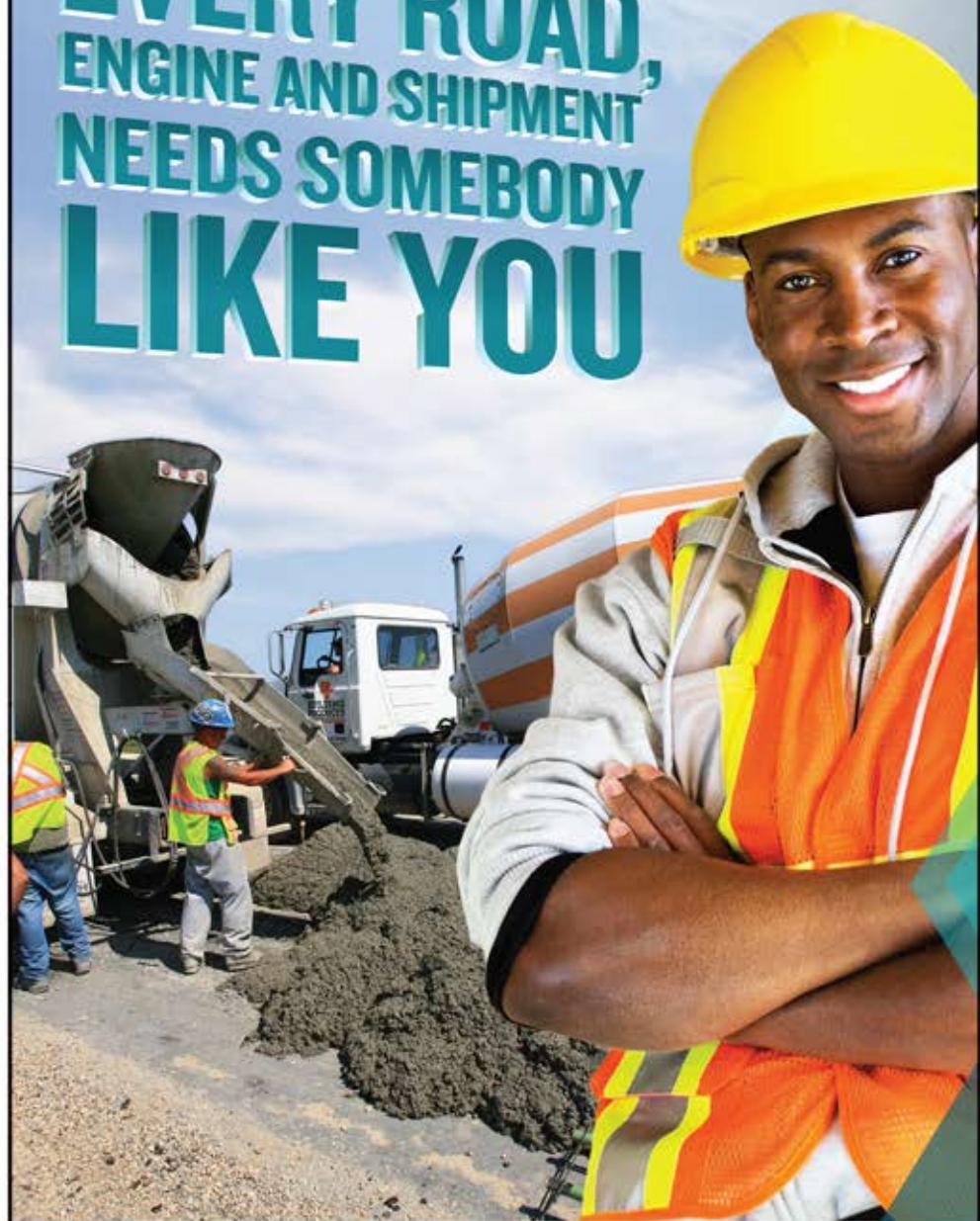
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Manitoba 

Wildwood Transport a family affair

By Hollie Moncrieff For the Free Press



Photo by Darcy Finley

Kevin Mitchell (left) and Ryan Mitchell from Wildwood Transport Inc.

Ryan Mitchell was looking for a challenge, and he found it in the family business.

Mitchell, who owns Wildwood Transport Inc. with his brother Kevin, never expected to get involved in the trucking industry.

While Kevin started working at Wildwood Transport when he was still in high school, Mitchell received a degree in finance and economics from Wilfrid Laurier University in Waterloo, Ont.

He worked as an investment banker in Calgary before moving back to Winnipeg, where he worked for the Richardson family.

"At Richardson Capital, we were providing equity to midsize Canadian independent companies, and I realized I could take some of that experience and apply it to our family business. It got my entrepreneurial juices flowing," Mitchell said. "I never thought I would be involved in the family business, but there was a nice fit with Kevin's operational expertise and my experience in finance and business strategy."

Mitchell handles the accounting, finance, safety, and strategic planning, while his brother is in charge of sales and operations.

By combining their skills, the brothers have managed to revitalize their father's 25-year-old company and bring new ideas to the trucking industry.

"We take a progressive mentality. Every day we strive to perfect things, even though we know full well that nothing will ever be perfect," said Mitchell. "I love the challenge. There's never, ever going to be a dull moment."

Wildwood Transport Inc. has 75 employees. The company has a loyal client base that extends across North America.

Many of Wildwood's customers have been working with them from the beginning, and Mitchell believes these long-lasting relationships are the direct result of the company's unwavering commitment to its core values.

"Every day we strive for superior diligence, honesty, and communication with both our customers and our employees. These core beliefs are the backbone of our company," he said. "They shape how we structure our operation, how we interact with our customers, and how we work together as an organization. Any decision that is made has taken these core beliefs into consideration."

The company specializes in open-deck freight. Their main focus is flat decks, step decks and double drop RGN (Removable Goose Neck) trailers, but with their collective expertise, they have successfully moved anything that will fit on an open-deck trailer.

"We enjoy how complex this industry is and how much there is to do. There is so much going on all at once that everything has to move in lockstep."

Len Dubois Trucking connects through social media

By Jennifer McFee

Communication and connection are two of the driving forces that have steered Len Dubois Trucking along the road to success.

Company president Jason Dubois knows what it's like to be behind the wheel since he started driving for the family business as soon as he finished high school.

His father, Len, had started the company in 1986 as a single truck operator and continued until his passing in 1998.

At that time, Jason Dubois pulled off the highway sooner than planned and found himself in the driver's seat of the entire operation, with help from his mom and sister.

"We were a 14-truck fleet in 1998. Since then, we've grown it to a 50-truck fleet with about 15 support staff,"

Dubois said.

"There were definitely some tough years and challenges. I knew how to be a truck driver but I didn't have any real business experience. What we did have was a great team of people around us who had worked for my dad. They basically helped us keep it alive, and we carried it on. We couldn't have done it alone."

Dubois hasn't forgotten how it feels to be on the open road.

"It's tough," he said. "There are a lot of sacrifices made by drivers and their families. We've built and grown knowing this. Our most important asset is our team."

To help the team feel connected, he maintains an active corporate presence on social media.

"We're on Facebook and Twitter and we blog three

times a week. We try to provide useful information for our drivers and for people who may not be as familiar with trucking in general," he said.

"We post safety tips on how to drive around big trucks and get our drivers to share travelling tips for the general public. We also provide healthy recipes for our drivers and tips on how to stay active when they're on the road. And we share some fun stuff, like trip pictures and contests, so that our drivers can connect with the rest of the fleet."

For the drivers who are not on Facebook, Dubois keeps hard copies of blog posts in their staff room.

"We've had a good response from our drivers, and we have a lot of people following us on our Facebook page. It's a lot of work, but it builds that rapport with the drivers and makes them feel like part of the team. We're trying to present a good corporate image to the public as well. I think it's working," Dubois said.

"When I started driving, from 1993 to 1998, you barely had a cellphone, so you'd have to stop at a pay-phone to call home. You really did feel quite isolated. It's different now, with cellphones and social media, some of the isolation felt by drivers is removed. You can connect with friends and family easier. Talking, looking at photos, or even messaging back and forth. It really does help."

For Dubois, trucking is truly in his blood, and he wouldn't want it any other way.

"There's never a dull moment, that's for sure. There are always opportunities to go after or challenges to try to overcome and new people to meet. It is fast-paced and ever changing. There's also lots of room for

advancement," he said.

"There are all sorts of support staff that people don't necessarily think of when they see a truck going down the road. There are dispatchers, mechanics, safety supervisors, payroll clerks. Right away, they just think of a driver, but there's a wide array of different occupations in the transportation industry."

These roles are crucial to Manitoba's economy, he adds.

"Everything gets delivered by a truck. The store shelves would be bare if it wasn't for trucking. You wouldn't have the food that you eat. You wouldn't have the clothes you wear. You wouldn't have your iPod. You wouldn't have anything without trucks," Dubois said.

"Winnipeg is a great location. It's definitely a central hub. Quite a few of the larger trucking companies are headquartered in Winnipeg

and in Manitoba. That makes trucking a good career choice because there is so much room for opportunity and advancement."

"We're on Facebook and Twitter and we blog three times a week."



Wildwood Transport Inc. also has an in-house shop.

"We enjoy how complex this industry is and how much there is to do. There is so much going on all at once that everything has to move in lockstep," said Mitchell.

The once-simple process of moving goods across North America has become surprisingly complex. Equipment is larger, regulations have increased, and freight is more time-sensitive than ever before.

Wildwood Transport Inc. simplifies the process of transporting product. They take the complexity out of the shipping process by offering their customers a one-stop trucking solution.

Mitchell believes that one of the greatest challenges facing the trucking industry is the need to pay drivers for all the time spent on the road.

Long-haul truck driving involves a lot of waiting. While drivers are waiting for loads to be put on the trucks, they may not be driving, but they're still working, Mitchell explains.

In long-haul trucking, drivers are paid for driving time and Wildwood ensures drivers are paid for time spent waiting for loading and unloading. However, once their work day is complete there is still a lot of time where drivers aren't technically

working, but they're also not at home with their families. Drivers are away from home 24 hours a day, and there is simply not enough money to go around in the industry to compensate drivers for all the time they spend away from home. "The economics of the industry need to adjust so that we can pay for the fact that they're on the road, away from their families," he said. "The implementation of mandatory electronic logs will help this because it will allow carriers to charge appropriately for time spent on the road."

Mitchell and his brother have grown the company, hiring new drivers and owner-operators. Last year was spent building a strong foundation for the business, Mitchell said.

"There is a great opportunity to apply some interesting ideas to the industry," he adds. "We have young, progressive leadership in this company, and we are growing."



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Photo by Darcy Finley

President Jason Dubois from Len Dubois Trucking.



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	Truck	Load	Truck to Load Ratio	Truck	Load	Truck to Load Ratio
Illinois (IL)	2983	366	8.15	897	2270	0.40
Indiana (IN)	450	153	2.94	551	1150	0.48
Michigan (MI)	567	241	2.35	875	403	2.17
Ohio (OH)	1307	342	3.82	1038	1843	0.56
Wisconsin (WI)	1080	468	2.31	554	1395	0.40

View all load and truck data from Loadlink.

TransCore's Canadian freight volumes quiet in August

TransCore Link Logistics Canadian Freight Index quietly exited August with a second month of declining freight activity. Although, year-over-year load volumes were up 15 per cent compared to August 2013, month-over-month load volumes decreased nine per cent from July to August.

Cross-border load volumes for August averaged 68 per cent of the total.

- Loads into Canada improved five per cent year-over-year.
- Loads leaving Canada to the United States increased 35 per cent year-over-year.

Intra-Canada load volumes represented 26 per cent of the total volumes for July and rose 19 per cent year-over-year.

Equipment postings remained low as it entered the eighth month of 2014. Truck postings decreased six per cent from last month's levels, and volumes dropped 13 per cent year-over-year.

The equipment-to-load ratio increased to 1.95 from 1.89 in July. Compared to August of the previous year, truck postings decreased from 2.57, which demonstrates a 32 per cent improvement year-over-year.

TransCore's Canadian Freight Index accurately measures trends from roughly 5,000 of Canada's trucking companies and freight brokers and includes all domestic, cross-border and interstate data submitted by Loadlink's Canadian-based customers.

Real-time and historical data on total truck and load volumes, as well as ratios in specific areas can be accessed from TransCore's Posting Index.

About Canada's largest freight matching system

TransCore's Loadlink freight matching database constitutes the largest Canadian network of carriers, owner operators, freight

brokers and intermediaries, and has been available to Canadian subscribers since its inception in 1990. Over 13 million full loads, LTL (less than truck load) shipments and trucks are posted to the Loadlink network annually. As a result of this high volume, TransCore's Canadian Freight Index is representative of the ups and downs in spot market freight movement and provides a historical account of the domestic and cross border spot market freight movement. The Loadlink network provides Canadian based companies with:

- Posting Index – current and historical lane data
- The largest online database of available loads and trucks
- Unlimited access to the network and integrated services
 - Guaranteed payment.

About TransCore Link Logistics

TransCore's freight solutions serve brokers, carriers, owner-operators and shippers in the United States and Canada with best-in-class products. Loadlink has the largest Canadian freight matching database of loads and trucks and offers access to other services such as Quickpay, credit reports, insurance and operating authorities, dispatch software, mileage software and more. TransCore's trailer tracking and in-cab communications solutions feature the industry's fastest response times and state-of-the-art satellite networking. TransCore is a unit of Roper Industries, a diversified growth company and constituent of the Standard and Poor's S&P 500, Fortune 1000 and the Russell 1000 indices.



Contact: TransCore Link Logistics

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Photo by Darcy Finley

By Jennifer McFee For the Free Press

With a remarkable record of fast-track growth, Trailer Wizards Ltd. is blazing a trail to success.

Winnipeg branch manager Rene Liban joined the company in 2010, the same year that Lions Gate Trailers bought out GE Trailer Fleet Services, formerly known as TIP. Lions Gate rebranded itself as Trailer Wizards to keep all of its providers under one umbrella across the country.

Since then, expansion has been exponential with no plans to slow down.

"They took over the existing equipment and brought on the existing employees that were in the Winnipeg branch. At the time, there were two people and 198 trailers for rent or lease," Liban recalled.

"There was a two-trailer bay shop with a house trailer for an office on two and a half acres of land at Oak Point Highway."

After buying property in the new Brookside Industrial Park, the local branch was able to expand.

"Today we're sitting on 19.1 acres. We have a 37,700-square-foot shop and office building. Currently, I have 13 trailer technicians on duty and seven office staff with 900 trailers for rent," Liban said.

"With our new shop, we have 14 trailer bays for repairs and two wash bays for cleaning and washing our equipment. We also stock and sell our own parts in our 9,000 square-foot shop area just for parts."

The Winnipeg branch is currently the only location in Manitoba, it is one of 16 Trailer Wizards establishments from coast to coast. "The company owns approximately 20,000 trailers across Canada. Quite a few of the large trucking companies rent from us. We also sell trailers. It's

been fantastic. A great company to work for and they're very safety-oriented. If there is anything we need to make our jobs safer and enhance what we're doing, we do it," he said.

"Our growth has been primarily driven by our high quality equipment and exceptional service. We do our

"We do our best to meet the needs of the customer every time."

best to meet the needs of the customer every time."

Looking to the future, more opportunities exist for further development — both at Trailer Wizards and in the industry in general.

"We are looking to continually grow. When we moved from our previous location back in March 2013 to the new facility here, we moved over with five technicians and three office staff. Now we have 13 technicians and seven office staff," Liban said.

"I see that we'll continue to expand because we're taking sure and positive steps in growing our business. We have the physical capacity to have up to 30 technicians on the floor servicing equipment, and are continually looking to expand our customer base not only in terms of rentals and sales but also in terms of maintenance and service work.

For job seekers who would like to be on the road to a rewarding career, Liban encourages them to check out

the company's website for job postings in Manitoba and straight across the country. Currently, the Winnipeg location is looking to hire licensed trailer technicians and body technicians.

"We have an excellent benefit and pension program. We train our people well by sending them away for training or bringing people in to train them, whichever is necessary. We're constantly looking at innovative techniques and equipment, and we're keeping up with all the new technology that's out there," he said.

"It's an excellent company to work for. The people are great and for me, I enjoy growing our customer base and dealing with the day-to-day business."

Not to forget the rest of the community, Trailer Wizards also shows its appreciation through its support for ongoing charitable initiatives.

"We're a big supporter of the food banks across Canada. Our employees and customers are also encouraged to make donations at events such as customer appreciation days" he said.

"We also support Special Olympics by donating a trailer that they decal and put banners on for advertising to be in the truckers' convoy that takes place every September. As well, we donate trailers to Tim Hortons to use for their construction out near Pine Falls. It's important to us to be able to give back."

From left, Gary Myroniuk VP Prairie Region, Anne McKee EVP Trailer Wizards, Bruce Probetts Shop Manager Winnipeg, Rene Liban Branch Manager Winnipeg, Shawn Rushton Shop Manager Edmonton, Colin Slade Director of Parts, Stephane Morin Shop Manager Montreal.

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