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Phone 905-765-3445
Fax 905-765-1444
Toll Free 1-800-771-8171

Publisher:

Kim Richardson
krichardson@krway.com

Editor: Lisa Richardson
lrichardson@krway.com

Writer/Photographer: Matt Richardson
mrichardson@krway.com

Sales: Jamie Richardson
jr@therearviewmirror.ca

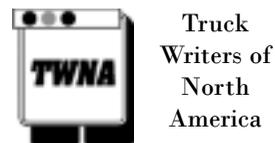
Letters to the Editor:

The Rear View Mirror welcomes letters on subjects of interest in the trucking industry. All letters must be signed by the writer (pen names not acceptable) and must include a daytime phone number for verification purposes. Please keep letters to a maximum of 300 words. Letters are subject to editing for length and libel. Send to:

The Rear View Mirror
172 Argyle St. N,
Upper Level
Caledonia, ON N3W 2J7
trvm@therearviewmirror.ca
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As I see it

KIM RICHARDSON

I really like numbers. Numbers manage business to some extent. My old buddy Harry Kowalchuk, co-founder of National Tractor Trailer School, used to tell me all the time, "What gets measured gets managed."

I often wonder how many companies know the cost of a poor performing driver and what the operating cost difference is between a good driver and the bottom 30 per cent of drivers at any given company. What would it mean to the profitability of any organization if you could constantly avoid the bottom 30 per cent?

Enter JOBehaviors, an online pre-hire assessment that identifies candidates who are top performing in every aspect of their job as a professional driver. Over

the years JOBehaviors has obtained a proven track record of helping companies hire drivers who drive safe, have a higher retention and provide good customer service. JOBehaviors recently met the grade as a company that will be represented by TransRep Inc. For those of you not familiar with TransRep, let me give you a quick intro. Last year my good buddy and business partner of ATBS Canada, Ray Haight, and I were having a brainstorming session over a couple of brown pops in Nashville. The concept on the table was for us to supply and endorse selected products and services to the transportation industry by respected, known industry professionals.

Although we are in our

**Hiring great drivers?
Can you say JOBehaviors?**

first year TransRep is representing some fine companies including LoadSurfer, JOBehaviors and Xata. Please visit our website to learn more about TransRep at www.transrep.ca.

So why did we add JOBehaviors to our list of clients we represent? Their service is the best in their class, they are made up of a team of industry professionals who know their business and will make a positive difference to those that use them.

There are many reasons to like JOBehaviors, but here are a few things that I like:

1. Online so it's available 24-7.
2. Takes approximately 15 minutes to complete.
3. Results are immediately available.

4. Simple to administer.
5. Reasonably priced.
6. Can be used by any size fleet.
7. Already being used by the industry.
8. Aligns with CSA 2010.
9. Saves companies time and money.
10. Eliminates poor hires from the start.

A number of companies have implemented JOBehaviors into their hiring process. One of the companies is Bestway Express. Their CEO is Sheppard Dunn, a respected trucking professional who is a straight shooter. Sheppard tells everyone who will listen "JOBehaviors is the real deal. It not only works but it's comforting to know that we are making better choices when it comes to hiring. JOBehaviors has

helped in our selection of drivers tremendously."

If you want to learn more about JOBehaviors contact TransRep at 905-541-3319.

On another note this paper comes out before the Canadian Fleet Maintenance Seminar (CFMS). The entire team at CFMS lead by Dave Ongaro does a fantastic job organizing this event. I would put this on my list of must-attend events of the year. When it comes to trucking, vehicle technology, maintenance and networking with decision makers, CFMS is a good spot to be. May 9 to May 11 at the Hilton Suites in Markham, ON.

To register go to www.cfmsonline.com

Letters to the Editor

RE: Recruiters group: Is it needed?

Mr. Richardson,
My name is Dick Follis and I have been in the transportation recruiting business for the past 22 years. I have worked for small, medium, and large companies with above average success. I have also worked for great and not-so-great companies. One thing they all share in common is an aversion to any kind of formalized training for recruiters. I even ventured out on my own several years ago trying to promote behavioural analysis and training in the trucking industry. The reception was tepid at best. It seems that any outside of the box thinking is a difficult sell.

The point of my email is to simply say, a recruiter group is an idea long overdue. With the incredibly fast changing resources available to recruiters coupled with limited training, many will be left behind. I have attended the recruiting and retention event in Nashville on a number of

occasions and had the honour of conducting a workshop on recruiting as well as appear with Kelly Anderson during the seminar. Although it is the best venue available at this time, the fast pace and number of workshops crammed into a couple of days is almost overwhelming. A recruiter group focused on research, ideas, and training in a more intimate, slower-paced environment would be a major step in the right direction. Another factor is the cost. For a company to send their recruiters to this event is costly to say the least. I am intrigued by what you didn't say regarding the closed door meeting. Could be interesting.

Dick Follis
Manager, Fleet Development
Sunco Carriers
Lakeland, Florida

Re: Dave Brown, The Simple Truth's Spring I 2011 edition

Dave,
I just wanted to let you know how much I appreciated your description of the profile

of the perfect new driver in *The Rear View Mirror*. I have often commented to others in this industry of the lack of many of these attributes in the new drivers coming into our industry. Many new drivers are in it for the money, not the love of the job. It could also have something to do with how kids are being raised.

Anyway, I enjoyed seeing what many of us would perceive as common sense in print for all to read. I hope some of this is being taught in our truck driving schools even though a lot of this should be taught at home by parents who care for their kids' futures.

Thanks for sharing your comments. It is indeed the simple truth.

Dwight Dunsworth
Vice President,
Bernard Pavelka Trucking

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