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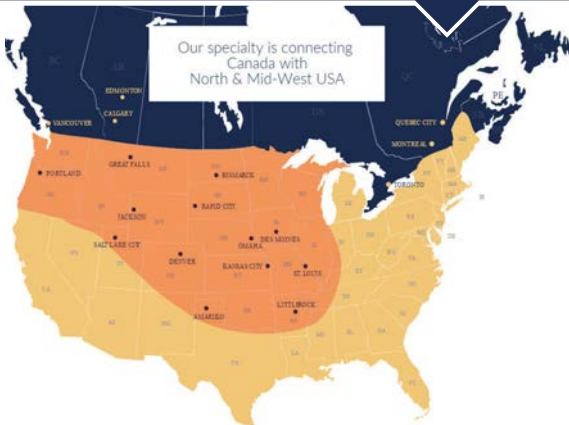
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## ***Making Your Miles Count: The Rich get Richer and the Poor...?***

The saying "The rich get richer and the poor get poorer" is well known by most. However, is the adage as accurate as it is publically promoted to be? Or is it more emotionally instigated? Does prejudice or jealousy contribute to its popularity? Do the rich get richer BECAUSE they are rich? Do the poor get poorer simply because they BEGIN poor? The answer to those questions can vary significantly depending on where you are in the world. In this article I'd like to attempt a discussion from the perspective of the free world or Capitalistic economy, specifically the lease owner operator or trucking industry.

As an accountant to operators for several decades now, I have the honor of seeing both success and failure in many different people. Analyzing the traits of successful people compared to poor people is not an exact science. In other words, not every rich person gets richer and certainly not every poor person becomes poorer. There are, however, characteristics that nearly guarantee financial gain and those characteristics have little or nothing to do with initial wealth.

Individuals get richer because they first grow in wisdom. Others become poor because they embrace foolish habits and principles. It's certainly not an easy concept to accept, because if someone views themselves as poor they must acknowledge that somewhere they are acting foolishly, which would generally be considered an insult. Pride blinds a person from wisdom whereas humility helps focus on success.

People climb up and down the rich/poor ladder all the time because they consistently perform wisely or persist in foolish activity while having the freedom to switch between either, at any time, for any reason. I have watched as some build great wealth acting very wise and prudently, then for various reasons embrace foolish behavior or principles and loose almost everything.

Those who climb up and stay, or even continue climbing embrace wise values, rarely letting them out of their sight. It is a discipline that permeates almost every thought. Those who are fools hold to behavior that eventually sucks away their resources. They don't call the lottery "a fool's tax" for nothing.

In my second book "choosing a trucking company", I have several stories and examples where individuals are victimized by carriers. I also have stories where carriers produce extremely ethical responses. Operators must accept at least some responsibility for "choosing a bad Carrier"... but of course, very few actually do.

The problem with these types of generalities is that people always come up with a story that appears to prove the evidence wrong and therefore "justifies" their foolish behavior. Well... good luck with their conclusions. In my opinion, pride has blinded them. There's not much anyone can do for them. We just watch in agony as they slip into crisis and poverty while those who humble themselves find success.

In my experience, the only direct factor that causes the rich to become richer is compound interest or "having your money make more money". I am a fan of Dave Ramsey, who explains it this way. When a child peddles up a hill there is a lot of effort needed. However, once they reach the top and start to coast down there is little to no effort required. That point where you reach the top of the hill is when your money starts making money for you and your personal effort is not as critical to your success or gain. However, the rich person must still live within their means (or income). I have also seen some very wealthy people blow through money like it was water flowing over Niagara Falls.

So, if you want to get wealthy, seek wisdom and understanding about your industry. Choose

a proper, ethical Carrier to work for. Do your research. Embrace wise financial, business and life choices first...wealth will eventually come to those who do.

Robert D Scheper operates an accounting and consulting firm in Steinbach, Manitoba. He has a Master's Degree in Business Administration and is the author of the Book Series "Making Your Miles Count" (taxes, taxes, taxes in 2007) and (Choosing a Trucking Company 2015).

You can find him and his books at [www.makingyourmilescount.com](http://www.makingyourmilescount.com) or 1-877-987-9787. You can also e-mail him at [robert@thrconsulting.ca](mailto:robert@thrconsulting.ca).



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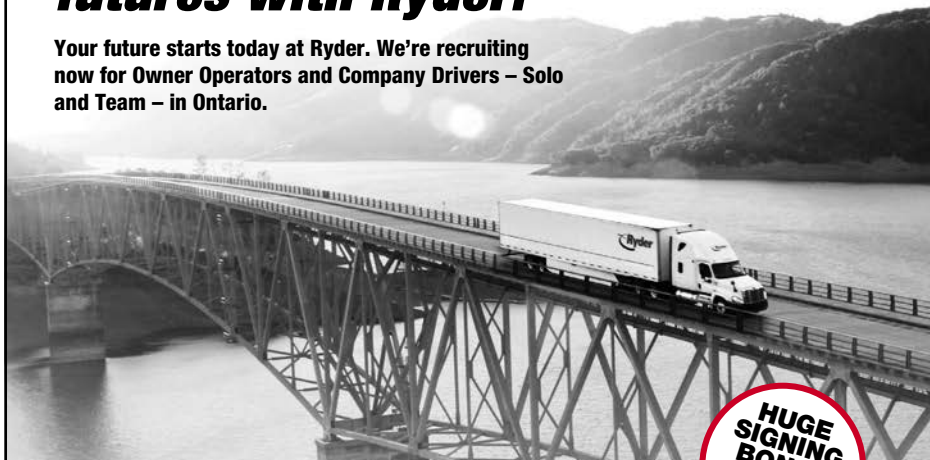
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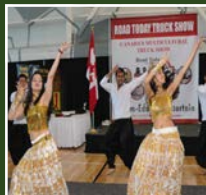
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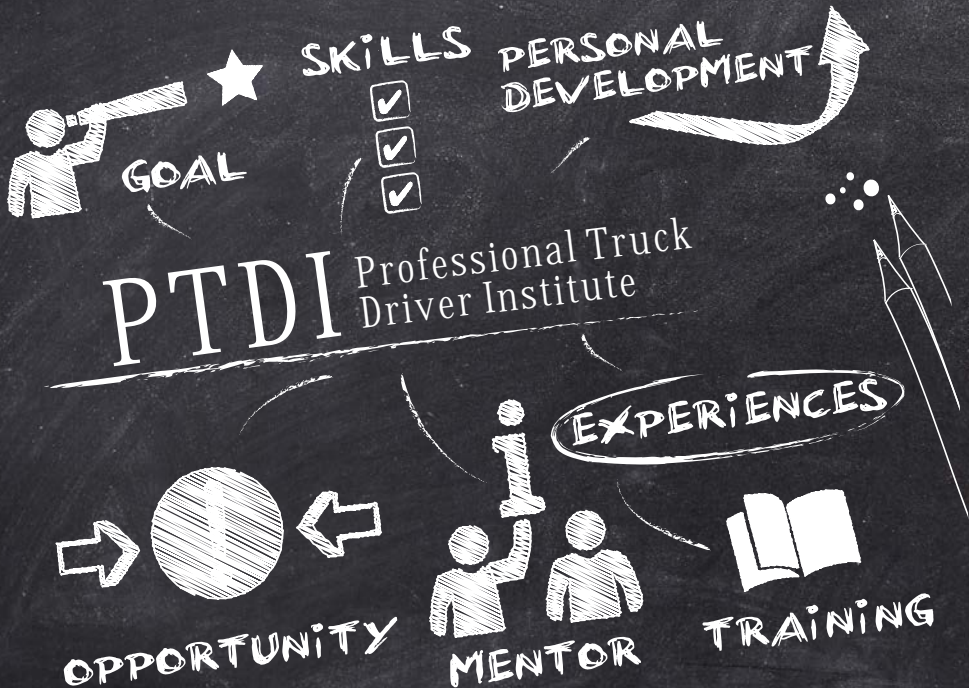
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## **Why Entry Level Drivers Need the PTDI CAT Team**

For years now I have been proud to be involved with our industries one and only certified truck driver training institute in North America; PTDI (Professional Truck Driver Institute). To be crystal clear, if any other trucking body or Association suggest that they have a certified course they are not being honest, because there is no other, period!

That is not to say that others don't belong to other truck driver training associations because many of them do. And many of these Associations have strongly worded codes of conduct and/or guidelines of operation. But that is exactly what they are, guidelines and strongly worded suggestions. By saying this, it is not my intent to diminish other associations but only to set the record straight for any prospective, wannabe truck drivers reading this editorial. Thus they can make an informed decision on where to take their training.

Because of the fact that PTDI is the only body that certifies courses in the truck driver training industry, we have been mentioned many times in the current rule making for USA ELDT (Entry Level Driver Training) and have been mentioned by FMCSA (Federal Motor Carrier Safety Administration) rule making efforts stretching all the way back to 1999. The people at the table determining the new Canadian rule on ELDT would do well to know PTDI and to review FMCSA's proposed rule which is

currently at their OMB, (Office of Management and Budget), one of the last steps in making the rule, the Law of The Land in America.

There is a good reason that PTDI is so well known to FMCSA and that they went down the road of mandatory ELDT, it's simple: the number of training facilities on both sides of the border that have for years taken peoples money and not trained them to a standard that is acceptable to drive a commercial vehicle on public roads. Anyone who has read my editorials over the years know that I have a few common rants that I dust off once and awhile and the fact that driver puppy mills exist and disguise themselves as legitimate driver training facilities is one of my favorite topics to rain down on.

But none of this is the reason for my article this month. I and some of my outstanding PTDI brethren have decided to push forward an effort that is designed to heighten the industries awareness of PTDI as the gold standard for entry level driver training in North America. We intend on focusing on three things; the prospective drivers themselves, the training schools that might and should consider ascending to the heights of having a PTDI certified course and the trucking companies who should be looking at PTDI graduate students before all others when looking to bring on entry-level drivers.

We call our group the PTDI CAT (Communications Action Team) Team, we plan on using any means possible to spread the word about PTDI including placing ads in industry trade magazines, updating our web page, using social media, provide speaking panels at industry events and more. We have schools all over North America but for the un-indoctrinated in Ontario there are nine schools spread throughout the province with PTDI certified courses. You can find out where they're located by visiting [www.ptdi.org](http://www.ptdi.org).

So why should a prospective driver search out PTDI Certified Courses? Well-trained drivers with professional attitudes are an employer's first choice when hiring. These drivers can interact successfully and command respect from shippers, receivers, their peers, law enforcement officials and employers. You gain professional pride by attending a PTDI-certified course. You will know that the curriculum, classroom instruction and behind the wheel experience are based on national skills standards determined by the trucking industry. Your credentials as a graduate of a PTDI-certified course attest that you have mastered the knowledge, procedures and basic skill habits that will keep you safe on the road and assure your job is secure.

So why should a trucking company hire from a school that has a PTDI-certified course? Simple. At a cost of \$5,000 to \$10,000 to recruit a new driver we have learned repeatedly that training is the key to reducing turnover. The PTDI has developed, with the carrier and school stakeholders, a system of national certified training standards that encompass the entire spectrum of driver training. This means trucking companies can hire a PTDI-graduate and put them in your PTDI-certified driver-finishing program. You now have consistent,

quality training that will make your drivers safer and stay longer.

So why should a school seek PTDI-certification for its course? Let's hear it right from one of them: *"Our truck driver training program has been certified by PTDI since 2000. At that time our school was quite small and the certification process represented a significant investment in human and financial resources. We made the commitment because we honestly believed that teaching a program with clear attainable standards was the best way to ensure our students received a consistent and measurable training program. It has proven to be a wise and profitable investment. Since then, we have updated our program to remain relevant and to reflect the changes in the industry. Today, we enjoy a strong reputation based on quality and integrity. PTDI has certainly helped us get there."* Louise Philbin, Education Director, 5th Wheel Training Institute, New Liskeard, Ontario, April, 2010

Of course none of this would be necessary if the folks granting the drivers licenses to Class 8 truck drivers were to make the test as difficult as it should be to pass. But that's for another story. Right now we have what we have and the reality of it is that PTDI is the current gold standard for truck driver training in North America. Know this; if by now you're not looking into PTDI, I and my CAT team are soon to be in your face about it. So get ready cause here we come!

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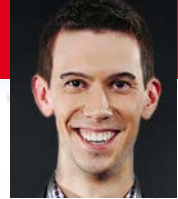
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# Demystifying the ELDs Rule: 5 Reasons To Stay Calm

As you have likely heard, the Federal Motor Carrier Safety Administration (FMCSA) announced that the rule to require truckers to use electronic logging devices (ELDs) was published on Friday December 10, 2015. There's a ton of misinformation out there and our aim is to equip you with the information you need to make the right decision. Let's dispel some of these myths:

## 1. You DO NOT need an ELD in 2 years, if you have an EOBR

Don't worry, and don't scramble. Choosing the right technology for the job is more important than choosing quickly. Carriers that are currently using an Electronic On-Board Recorder (EOBR) or Automatic On-Board Recording Device (AOBRD) are afforded a four-year grandfather period to meet the ELD requirement. This brings them to December 10, 2019, though the use of a paper-based solution will get carriers into trouble in 2017\*.

\*FMCSA, Electronic Logging Device Final Rule, Section 5

## 2. You DO NOT need to invest in expensive hardware:

To reduce the costs associated with the ELD mandate, the mandate no longer requires a hard-wired connection - Bluetooth and/or USB is fine. As a result, cheaper software and in-truck hardware has emerged. This is a huge benefit to the carrier industry that translates into reduced issues with printing logs or other required documents while on the road. The net

result will/should be a lower initial price tag for these devices, as well as the need to pay monthly subscription fees goes away.

## 3. This isn't "Big Brother." An ELD system will HELP your business:

### 1. Once ELD's is deployed, carriers will discover that they have much better control of their drivers' work activities due to real time HoS data:

This results in reduced incidents of drivers running out of time in transit and being forced to take untimely off duty time to recoup hours. This should prevent both deliberate and unintentional HoS violations and help drivers and carriers avoid fines, and other regulatory concerns due to mistakes in paper logs.

### 2. Improved compliance with HoS rules will help ensure drivers have time for adequate rest:

This will translate into lower crash rates. Insurance companies view carriers with lower roadside inspection violation rates much more favourably. Therefore, having a managed process to maintain safety can translate into lower insurance premiums.

### 3. Improved operations:

More accurate and consistent HoS records will also facilitate enforcement and support



carrier business operations, such as more effective dispatching of drivers to have sufficient time to complete trips.

This mandate has been talked about for a number of years now. Therefore, it was not so much if the rule would pass, but rather when.

#### 4. This may not even impact your fleet!

What we know about the ELD rule is that it will apply to all drivers who travel in the U.S. who are required to keep HoS records, except for drivers who:

- Keep records of duty status in 8 or fewer days out of every 30 working days;
- Drivers in drive-away and tow-away operations;
- Truckers operating vehicles older than model year 2000.

A driver must also have in the truck the user manual for operating the ELD. This includes step-by-step instructions for transferring HoS records to an inspector, how to report ELD malfunctions, and a supply of at least 8 paper grid graphs.

Now before you rush out to trade in your tractor for a pre-2000 year model, or try to compress your work schedule below 8 days in a month think of the positives, and don't panic. With better measurement of hours of service, you will improve your planning, drivers will get home more often and loads won't be compromised by drivers that run out of hours on route. This is peace of mind.

#### 5. This IS NOT happening all at once.

	ELD	AOBRD	Electronic Logs	Paper
Phase 1	✓	✓	✓	✓
Phase 2	✓	✓		
Phase 3	✓			

**Phase 1:** Is the awareness and transition phase.

The timeframe is between the 2-year period following the publication of the ELD rule from February 16, 2016 to December 18, 2017. During this time, carriers and drivers subject to the rule should prepare to comply, and may voluntarily use ELDs.

Carriers and drivers subject to the rule can use any of the following for records of duty status (RODS):

1. Paper logs;
2. Logging software;
3. AOBDRS (Automatic On Board Recording Devices);
4. ELDs that are registered and listed on the FMCSA website.

**Phase 2:** Is the phased-in compliance phase:

The timeframe is between the 2-year period from the compliance date to the full compliance phase. This represents 4 years following the original ELD rule publication of December 18, 2017 to December 16, 2019.

Carriers and drivers subject to the rule can use:

1. EOBRs that were installed prior to December 18, 2017.
2. Certified, registered ELDs following rule publication December 16, 2015.

**Phase 3:** Is the full compliance phase: After December 16, 2019 all drivers and carriers subject to the rule must use certified, registered ELDs that comply with requirements of the ELD regulations.

Once you have had the time to understand the clear benefits of ELDs you may look back at this major milestone five years from now as the best thing that ever happened to the industry!

**Chris Atkinson**

CPO, FleetRover

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## WOMEN IN TRUCKING

Ellen Voie



# What is the value of the Women In Trucking Association?

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Women In Trucking Association (WIT) started with a small group of thoughtful, committed citizens who were focused on increasing the percentage of women employed in the trucking industry. In the eight years since its inception, the organization is successfully moving its mission forward.

For many women, the need for a dedicated organization to attract female drivers, mechanics, safety directors, leaders and more makes sense. Others scratch their heads and ask why we need "special treatment" for women in the trucking industry. The answer is, all women are asking for is a level playing field.

According to the department of labor, women comprise forty-four per cent of full-time workers in the labor force. Women make up fifty-two per cent of management in all occupations. However, in the trucking industry, only six percent of the driver population is comprised of women. Additionally, women make up only twenty-one per cent of transportation, storage and distribution managers, and eighteen per cent of supervisors of transportation and material handling workers.

Recently, we released our WIT Index which tracked both female Board Members and female executives at the fifteen publicly traded trucking companies. Ten of these companies had NO women executives and seven had no women serving on their Boards of Directors. Compare this to the nineteen per cent of director positions held by women outside of the industry.

If you feel these numbers are unacceptable, then I urge you to join Women In Trucking and support our efforts to increase the percentage of female drivers, supervisors, directors and executives.

How are we accomplishing this mission? The first step is to measure the current state of the industry. The University of Memphis, under the direction of Dr. Stephanie Ivey, is completing a survey of the top one hundred for hire and private carriers and recording the percentage of female drivers and managers. We'll release this information later this year.

Our second goal is to address reasons why women aren't fairly represented in these roles. We've conducted extensive research on what women look for in a company as well as what they want in a career. We've released our driver recruiting guide, which explains what women look for in an ad and what values attract women

to a company, as well as where to find potential female drivers.

For drivers, we have made significant strides in truck cab design and ergonomics through the efforts of Ryder and the truck manufacturers. From seats, to steps to the dash and the sleeper berth, changes are being made to accommodate a greater range of body shapes and sizes.

Safety is an area of concern for all drivers, but more appreciably for women who might be more vulnerable on the road. We've challenged manufacturers to include safety alarms in the cab to alert a sleeping driver of an intruder. We also teach women (and men) techniques to stay safe in a truck stop and on the road. We work with the truck stop industry to create a safer environment for all drivers. Our anti-harassment employment guide provides carriers with a resource to address harassment between drivers in team or training situations.

To attract women into leadership roles, we arm companies with facts and data regarding hiring, promoting and retaining women in management. Becoming aware of unconscious bias in hiring and promoting women occurs in male dominated environments by both men and women. For example, studies have shown that women are often promoted based on their accomplishments and men are often promoted for their potential. Education is the tool to address these concerns and Women In Trucking Association's goal is to be the resource to increase diversity and attract more women.

Our biggest challenge is the image the industry has of being too masculine for women. We're breaking that stereotype with our Girl Scout (Guide) Transportation patch, children's activity book and school appropriate literature.

Women In Trucking is not an association for women; it's a group of men and women who care ABOUT more diversity in transportation.

If you are a member, we thank you for your support. If you haven't joined yet, we invite you to visit [www.womenintruck.org](http://www.womenintruck.org) and join us, this small group of thoughtful, committed citizens who are changing the world!

### **Ellen Voie**

President/CEO/Founder of  
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