

THE ROCK SOLID NEWS

LITTLE ROCK FARM *Trucking*

JUNE 2009

Marks Message—Lesson's from San Quentin

PASSPORTS ...

DON'T LEAVE HOME WITHOUT IT.

June is finally here and the new law at the border has taken effect. Everyone will require a passport to cross into the United States.

This news should come as no surprise as it's been advertised in many different ways, including right here since January.

Drivers must ensure their passengers also have their passports with them.

Have a great month everyone!

I watched an interesting documentary by a man who spent over 2 years at San Quentin. San Quentin is the oldest prison in California with the most number of inmates on death-row in the United States.

Lifers are inmates sentenced to life in prison without chance of parole.

The person who made the documentary made an observation between lifers and temporary inmates who were there for a specified period of time.

Short term inmates continually fight the system. They never give into the fact that they are in an environment they can't control. As a result they have terrible dispositions being unhappy, irritable and discontent. It never helped, in fact it usually made things worse for them. In San Quentin, worse in

relative terms is pretty bad!

Lifers, in comparison, were totally opposite. Lifers come to realize that prison is what it is. Lifers understand they can't control anything in prison except themselves. They can't control the guards, they can't control the prison wardens, they can't change the rules and they can't change their fellow inmates. So, their resolve is to control that which is in their control...themselves.

The author of this documentary observed that lifers (in general) are calm, content and even peace keepers. They except their environment for what it is. In turn this helped them cope with life as it is inside a prison with a reputation like San Quentin and the men it houses.

Some of you are thinking, "What's your point!"

Here's my point. I'm as guilty as anybody else is for whining and complaining about things I have no control over! I know I'm not alone on this...I hear my fair share of whining from others. But we need to assess those issues that make us grumpy and irritable.

1. *Do I have a legitimate reason to complain?*
2. *Will whining and complaining change the circumstance?*

If your answer to question 1 is "no", you don't have to bother going to question 2, just stop it!

If your answer to question 2 is also "no", then do yourself a favor, adapt; not only will you be happier, those whom you love and spend time with will be happier too! Try it!

Geoff's Classy Quotes

I've Learned...

- That the best classroom in the world is at the feet of an elderly person.
- That when you are in love, it shows.
- That one person saying to me, "You've made my day!" makes MY DAY.
- That no matter how serious your life requires you to be, everyone needs a friend to act goofy with.
- That under everyone's hard shell is someone who wants to be appreciated and loved.
- That to ignore the facts does not change the facts.
- That when you plan to get even with someone, you are only letting that person continue to hurt you.
- That the less time I have to work with, the more things I get done.
- That when you harbour bitterness, happiness will dock

elsewhere.

- That life is tough, but I'm tougher.
- That everyone you meet deserves to be greeted with a smile.
- That one should keep his words both soft and tender, because tomorrow he may have to eat them.
- That a smile is an inexpensive way to improve your looks.
- That everyone wants to live on top of the mountain, but all the happiness and growth occurs while you are climbing it.
- That opportunities are never lost, someone will take the ones you miss.
- That life is like a roll of toilet paper, the closer you get to the end, the faster it goes.
- That money doesn't buy class.
- That being kind is more important than being right.

Interesting Facts: 4,000,000,000 Water Bottles!

- Most trucks now have satellite communications to talk to their dispatch. However, most drivers still use a cell phone.
- Most truckers are paid by the mile and 30.4 cents per mile is the average wage of a trucker.
- Less than 3% of all accidents are trucking related, but most trucking accidents are on the Six O'clock News.
- In Canada there are 674,000 trucks in operation but only 164,000 are tractor-trailer combos. The rest are small straight trucks for local deliveries.
- More men in Canada reported driving truck as a profession than any other job.
- Trucking companies are the first to see a decline in trade but are also the first to see it bounce back.
- Over 9 Million people in the USA work in trucking or a trucking related type of job.
- Truckers use on average 55 Billion Gallons of fuel each year, that is the equivalent to 4 Trillion Water Bottles.
- What truckers love the most about trucking is seeing the vast country with their own eyes. Dictating and scheduling their own sleeping schedules. Where they choose to stop and eat. Finally, the stories they have to share from the experience of it.
- Canada is known for the worst trucker's amenities. Few or no rest areas for 100's of miles. Service plazas too small to service the real traffic flow of truckers. Small truck stops that don't accept a wide variety of payment options. Few places to stop and use the washroom.
- A driver must stop and record sleeping for 10 hours per day. Many shippers don't factor in a driver's sleep when promising delivery dates.
- Windsor and Detroit border is the busiest land crossing in the world. Thus the creation of the expansion project and increase in border security agents posted at that crossing.
- Truckers as a whole travel 500 Billion Miles Per Year. GET THIS... Voyager left earth in 1977 and has only traveled 10 Billion Miles to date.
- An average trucker makes \$35,000 per year.

Ray Pennington's Mind Control

- The purpose of an open mind, as with an open mouth, is to close on something nourishing.
- Nobody loves the messenger who brings bad news.
- Parents often think their children would behave better if they didn't have to play with those brats next door.
- Real happiness is when a wife notices that her husband's former partner has a double chin.
- When a husband brings his wife flowers for no reason, there's a reason.
- You're most happy if you don't know who's the boss in your home.
- People who cough a lot never go to doctors – just to church, movies, theatres and anywhere they must be silent.
- Before you decide to retire, spend a few hours to preview daytime television.

Hurry Up & Wait!

Trekking over the border can be stressful on a personal nature to prove your citizenship with a few questions. Even if you stutter the right answer, it could trigger bigger problems. You may find yourself rehearsing your speech before you pull up the booth.

As a trucker there are some duties that are part of your wage, that includes crossing the border. Unfortunately, as a driver, this is where it can get nasty, when the shipper hasn't completed the paperwork properly or there is a problem.

Quote Received From Customs Broker!

"As a Customs broker who deals with drivers every single day, and their plight, I whole heartedly agree. Poor communication between vendor and importer often result in delays for the trucker. The broker can only work with what they are given, and act within the parameter of compliance guidelines. We are often not given correct information at the outset. Driver is the pawn, we always sympathize and will do whatever we can to get him moving. Tight border security post 9/11 has not helped."

Unfortunately, **Trucking Industry Standards** dictate what is normal for a trucker to do and what is abnormal and billable to a customer or payable to a driver. Did you know that Trucking industry standards dictate that waiting up to 2 hours is considered normal and not part of wage consideration?

So why do a few trucking companies not take the lead on trying to bill for hours that are less than the normal waiting allowance or any other charges that are current freebies. **SIMPLY: if one does it, the customers will simply flip to another trucking firm where it's not charged for.** The customer has freedom of choices and opportunities to have other carriers replace the one who attempts to be different.

It's these types of surprise charges that change the direct trading values of products.

For example: if you sell your box for \$1.00 and determine that is what you need to make a profit even with the shipping and manufacturing costs factored in... if the price of the shipping changes, it changes the bottom line and profit margins instantly. Customers need to have a firm set value in place so they can make profit.

It's a fine line of following the standards verses being fair. The customer gets the benefits of this system. Even if wrong.

Programming Strengths

It's nearly been a year since our Satellite Program with Shaw Tracking was changed. Like any software changes, there were bumps and bruises along the way but finally when all is said and done, the upgrade was well worth the hassle.

The satellite system program is absolutely fantastic allowing us to see drivers in a whole new light. We used to be able to see maps with a dot where the driver's satellite location checked in, but now it can be crossed referenced with highway numbers, city names and even satellite images. We can click a truck unit number and know within minutes where the driver is at that very moment instead of waiting for the location to update on its own.

Messages are being sent faster through the satellite system than ever before. From the desk top view, the system is so smart it says when it's flying through space to a driver, to when your truck received it and when a driver has clicked the button to read the message. **Totally big brother isn't it?**

Dispatching has changed in many ways thanks to the master geniuses who know a thing or two about programming. We've been able to integrate amazing things internally to have our dispatching program which includes mileages. Many changes have been within Excel where spreadsheets are not only calculating but making wild reports that our customer demands. Even spread sheets that need input data from other spreads are connected. It's reduced human hours and, in many cases, duplication of work.

Many of these changes have impacted our level of customer service adaptability. We can pull out information instantly that the customer needs. We can subtract our variables when trying to problem solve. For a small company to have gone through many programming upgrades is quite an achievement. **Now only if we could beam in Tim Horton's Coffee or a Bucket Of Chicken Into The Dispatch Central!!!**

Driver's Meeting Scheduled

Just a heads up that a driver's meeting will be held soon. We are working on the details of this meeting and a time. We want to ensure most people are home to be able to attend. Stay tuned for further details.



The Creation Of Little Rock

As is the case with most business owners and dedicated employees, there is great pride in what we do and what we have accomplished. When we reminisce about the pioneering stages of this company making it an entity with a known name, a strong history and a solid future in sight. Memories of days and nights where labour and sacrifice pale to a warm feeling of worth, a sense of belonging and strong will to continue on.

Mark and John Reuber are 50/50 owners. Raised on a family farm in Carrick Township just outside Mildmay, Ontario in a family of eight children, Mark and John Reuber learned early on how to work.

For whatever reasons, the four Reuber brothers were drawn to anything that was big, powerful and burned diesel fuel! Trucks just seemed to fit the bill to a tee!

In 1994, brothers Paul, Mark and John purchased Little Rock Farm Trucking from Jim Scott of Walkerton. There were 5 trucks and trailers at that time.

With fresh vigor, it didn't take long for the company to start growing.

In 1998 Paul opted to sell his share of the business to Mark and John making Mark and John 50/50 owners.

By 2002 there were 28 tractors and 32 trailers specializing in mostly temperature controlled commodities throughout Canada and the USA.

In 2003 Little Rock purchased a major portion of business from DAC Checker Produce including their 7 acre truck terminal in Walkerton, Ontario. The purchase further diversified the business allowing them to service new markets.

Currently, the year 2009 Little Rock operates 51 power units servicing a wide variety of specialty markets:

- Temp control international and domestic
- Temp control regional pickup and delivery
- Automotive dedicated line haul
- Poultry live haul international and domestic

That same determination that brought us to this point, coupled with the management skills sharpened by experience, will take us to the next plateau and beyond. We're excited about the future - the prospects and possibilities seem endless! With our focus on friendly, prompt service, our future has never looked brighter.

Bumper Stumpers

TYRDFHM

W8L8R

SLIIFPI

FONFUN

URNME

KRTRIJ

WL NRMD

SIR5L

PLEEME

IONA711

IMNXTC

IMNLEN

1) TIRED OF HIM 2) WELL INFORMED 3) WAIT LATER 4) SURVIVAL 5) SLICE OF PIE 6) PLEASE ME 7) PHONE FUN 8) I OWN A SEVEN ELEVEN 9) YOU'RE IN ME 10) I'M EXOTIC 11) CARTIDGE 12) I FORGOT WHAT IT MEANS SORRY LOL, MICHAEL

Are Speed Limiters Slowing You Down?

The Ministry of Transportation (MTO) and Transports Quebec (TQ) have both implemented a new law in January 2009 reducing the speeds of commercial vehicles to 105 KPH. Whether you like it or not, deal with it because it's yet another law we have to adhere to. There are a lot of people who feel the limiters will slow us down and cause havoc on the roads, this is a falsehood.

It has been nearly 8 years since the major carriers have increased their limits from 90 KPH to 105 KPH. This includes JB Hunt, Schneider, Werner, Cal Ark, Yellow, Consolidated Freightways, Bison, Reimer, and Kleyson. The only reason for the increase was a result of driver shortage. They felt they could attract more drivers if they increased their speeds. However, with the increased speeds, they increased their level of driver performance with better driving abstracts and experiences to justify the higher speed allowance.

However, those times of driver shortages are behind us. This puts the carrier in the advantage because drivers outweigh shipping demand today.

Back in the days of 90 KPH, a driver could pass one of those lollygaggers a couple times a day and then have the same truck parked beside you at night in the same truck stop. So you see, we didn't gain anything going faster that few miles per hour. Only a long trip will you gain and that is minimal at best. Canada has 4 provinces that have speed limit higher than 100 KPH (Alberta Saskatchewan, New Brunswick, and Nova Scotia). These are only on the freeway system. All 2 lane system roads are 90 KPH. The US has 12 states that are over 105. Most of these states we only operate in a very limited basis.

If you drive through an area that has a limit of 110 KPH for 350 KM, it will take 3 hours—18 minutes. If you did it at 105 KPH, it would take 3 Hours—33 minutes. That is only 15 minutes difference. However it burns an additional 3.25 gallons of fuel. That is an additional 6 dollars. If you did this all day, you would use \$50 more fuel. With 40 trucks at Little Rock, it would cost \$5600 more per week.

Fuel isn't the only reason for speed limiters, speed kills and has been documented a million times over. The faster you drive, the less alert and responsive allowance time in your surroundings. You are constantly changing lanes, also are on and off the throttle. It increases your chance of an accident but wears you down faster because you may not be traveling at a relaxed pace. When approaching a truck going 104 KPH and you are doing 105 KPH, it can take several Kilometers to over take that vehicle. That is very dangerous. Why not just bump



back to 104 and enjoy the ride. You won't get there any sooner anyways.

In today's economical environment, drivers who think they can't make a living driving at 105 KPH better rethink it. Maybe the company can't make it with that driver in the seat? A relaxed, alert driver is a safe driver. Something to think about while you are driving down the road.

Steve McEntee

Scared Four Wheelers!

During a party, a guy asked me what I think about Ontario allowing two 53' Foot semi trailers being pulled by one tractor on the highways. I've seen this out west and in some areas of the United States. He expected me to say "What a Joke!" but I didn't and came up with a number of reasons why I think it's a good one!

Firstly, you have seen what the automotive sector hauls, bulky yet light stuff. They send multiple trucks a day from one facility to same customer. LRFT has done it, shipping 6—8 trucks from one company to another every day. Why not double it up to one tractor instead? It makes so much sense.

It could reduce the space needed on the roadways more. These two trailers are back to back acting like a train. It reduces fuel consumption to one tractor instead of two. One tractor may use more fuel to tow two, but not nearly as two separate tractor loads of fuel.

With less trucks merging on and off the highways, it could make roadways safer. But there is a down side to it. It could reduce the amount of drivers needed. 1 driver per two trailers would be all that is required. However, it's not feasible for a driver to back in two double 53 foot trailers into the customer's dock. Somewhere a depot or space needs to be reserved directly off the major highways for tractors and trailers to separate themselves. The same driver could deliver both trailers separately, have them reloaded and returned back to the depot area and when both are full again reattach them and continue down the road. OR better yet, a local shunting driver would be ideal for delivering and loading trailers and bringing them to the depot area for the highway drivers to take down the highways. This would allow the highway driver to just be responsible for moving loaded trailers only. I could go for that.

This concept could change shipping rates because less fuel would be required, lower payroll involved, lower administrative operational costs, less drivers needed for a company and you could probably think of even more.

The guy in the end was blown away because he was only thinking about accident rates. He wasn't considering the logistics on things he buys and how it relates to the prices of it.

He then asked why do truckers drive on Sundays... **"LIKE HELLO, how do you think companies have products to work on Monday mornings, especially agriculture and live products."** Again, he never realized how trucking impacts our society and to what degree we rely on it.

Michael Sellick