

Rock'n & Roll'n

LITTLE ROCK FARM *Trucking*



Employee Benefits Notice

If you have any claims dated prior to Sept 1st, 2009 to be paid through your Health Spending Account, they must be submitted to RWAM before the end of September 2009.

The fiscal year for our account is September 1st to August 31st each year. If you do submit them after they will not be paid.

Also note that if you have any charges to your dependent status at any time you must notify the office within 30 days so we can update your account.

Changes would include but are not limited to: Birth of a child or adoption, marriages, divorce, and/or the loss of spousal benefits.

If you have a child over the age of 18 years pursuing a post-secondary education, you must file a form so that they are not dropped from your benefits.

Any questions, Shelley at LRFT Walkerton is able to assist. Extension 123.

Do it right, then sell your soul?

Recently I was involved in a case where a driver received a log violation at an Ontario scale. **\$490.00 please and thank-you!**

The charge was **"enter inaccurate or false information in daily log"**.

After listening to the driver's explanation and studying his previous logs it became evident this issue was a simple clerical error. The driver **unintentionally** entered wrong information. In this particular case, he mistakenly put his last border crossing (Sarnia) at the time when he was actually fueling in Ohio.

After studying the previous few days, and looking at the day the error occurred, it became obvious the driver wouldn't have benefited in any way by **intentionally** naming the fuel stop in Ohio as his border crossing.

So off to court we go!

On our arrival I sought out the crown attorney to give him our evidence. The evidence was a full month of this drivers logs and all the supporting documents ie. fuel receipts, border crossing times, toll bills. These documents proved the driver consistently entered accurate information while staying within hours of service regulations.

The attorney was quite arrogant stating the

evidence was irrelevant. He stated the charge was for one specific entry on a specific day and the evidence had nothing to do with that charge. I retorted that there is a huge difference between intentionally entering inaccurate information and making a simple clerical mistake. I stated the evidence would prove this professional driver of 23 year averaging 160,000 KMS per year had **NEVER** had a log book violation **AND** in the last 7 years he hadn't even had a traffic violation **AND** his last full month of log data proves that he consistently entered accurate data **AND** there was no benefit for him in entering false or inaccurate information!

He simply and rudely dismissed me.

Needless to say, I was pretty "wound for sound" after that short interaction. Those who spend their lives inside court rooms become very comfortable in their familiar surroundings while someone like me who is certainly outside their comfort zone is easily intimidated.

At the next break, the attorney got my attention stating he wanted to talk. So, we met in the waiting room and he offered me a deal. He proposed if the driver plead guilty, he would recommend the judge "suspend" the sentence. That simply meant the \$490.00 fine would be

Marks Message

eliminated, but the charge would stand I agreed to the deal, and it was over.

Now, I feel like I **sold my soul**.

The fact of the matter is the officer on duty that day acted as judge and jury. His opinion that the driver falsified and/or intentionally entered inaccurate information caused undue stress, and resulted in huge ramifications.

- the driver was put out of service for 72 hours
- the cargo was live poultry
- we sent a driver and vehicle from Walkerton to the scale rescuing the out of service driver
- the fresh driver took live cargo delivery keeping load safe while meeting customer requirements
- our carrier CVOR now has points on it associated with this charge

I have since banged my head against the wall a few times for giving in as quick as I did. Why? Because I **sold my soul**. We plead guilty to a charge we weren't guilty of.

In any event, I salute the driver. Had his driving and log records been anything other than excellent, he would have been out \$490.00. Perhaps a good lesson for us all.

3D TRUCK TOUR

Little Rock is seeking a couple drivers who are interested in participating in a 3D Truck Tour Virtual Reality to be displayed on the Internet, You Tube, and maybe more.

We have a program that allows us to take still images, it splices them together and creates a 3D Virtual Tour to allow users to walk in a driver's foot steps around a truck. As the person moves, with the mouse they can zoom in, walk around, look up and down as if the truck were right in front of them.

Here's the catch, we can handle the cleaning of the outside of the truck for the outside virtual reality tours part; however, we are looking for drivers who currently are using a truck. We don't want the truck to be empty inside, we want it to be real.



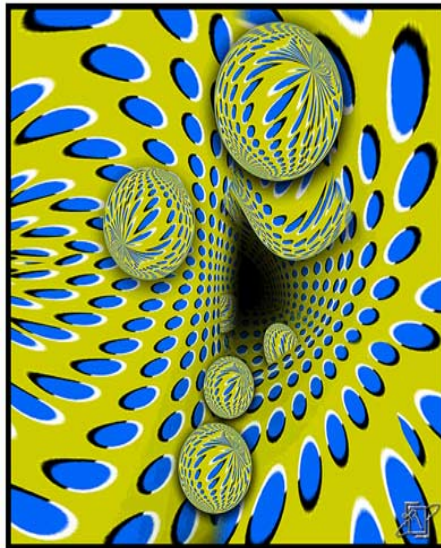
We need the interior of the truck to be cleaned thoroughly. As many as 50+ photographs will be taken on the inside of the truck from

every possible angle which will include under seats, bed, pedals, gauges and ceilings to create this virtual reality.

This is not just a slide show, the user of this virtual reality will be able to move around in your truck and see your truck from virtually every angle possible, including lying down in the bunk.

This tour will appear at <http://photosynth.net>. It will be linked to our website. A slide show will be created for YouTube of the truck's interior and exterior.

Please see Michael ASAP as he is overseeing the photography and the setting up of this project.



Ray Pennington's Mind Control

- A politician is a critter which can sit on a fence and still keep both ears to the ground.
- Revenge is a dish which should be cooled before eating.
- Why do you speak about your in-laws as though your spouse didn't have any?
- Experience is the comb you get when you lose your hair.
- You can measure a man by what makes him laugh.
- Enjoy your own life without comparing it to others.
- If you mind your own business, it will probably be a good one.
- When a man is generous to a fault, it's usually his own.
- A learned fool is a greater fool than an ignorant fool.
- It's difficult to hide your opinion of yourself.



Geoff's Aging Older Ideas

Now that I am old, here's what I have discovered:

- I started out with nothing and I still have most of it.
- My wild oats have turned into prunes and all bran.
- I finally got my head together; now my body is falling apart.
- All reports are in; life is now officially unfair.
- It's easier to get old than it is to get wiser.
- Some day you're the dog; some days you're the hydrant.

Now I think you're suppose to send this to 5 or 6, maybe 10, or send it to a bunch of your friends if you can remember who they are.

Then something is supposed to happen, I think. Maybe you get your memory back!

On Sale — All The Time!

When we look at the customer, each time we pull into their yard or dock, we form impressions from the way they talk to us, the way they look or the cleanliness of their equipment or buildings. A lot of the time our impressions will be negative before the work begins. **That's Life!**

Guess what, they are forming their own impressions about us too, by the look of our trucks and trailers, the way we look, dress, and even our posture. As soon as we speak, we have only a moment in time to correct any negative impression that they may have formed already.

We have a real opportunity to create the correct firm impression. Smile, be proud and show it for what you do. Even if it's the worst day of your life, our customers don't need to know that.

Give customers the best service first and move on to the next. Always try to be the best, if only for the few minutes you are with them. They will remember and you will feel better.

NEXT TIME: It's what you don't say...

Charlie Rushmere—LRFT SALES

**** IMPORTANT ****

Michael's Diary Cam - 2009 August Social Photos

At the recent drivers meeting, we were briefly told about a new account that we have acquired.

There have been a lot of man hours involved in quotations and securing this work. We have only 1 location out of hundreds for this customer. There is room for us to expand into other lanes for this same customer. However, we must start with this one and prove ourselves.

There is room to kick up our long haul division once again and get our long haul back to work. **It starts with one driver.**

Little Rock signed a contract agreeing to the rules and customer's demands. There is nothing there that a driver shouldn't be doing anyway, but we must guarantee it.

We must adhere to temperatures, time lines and other things.

A copy of the rules has been distributed amongst long haulers. We faced strict competition and are fortunate to have 1 run each week.

The driver must maintain the most utmost professional behavior on the shipping and receiving sides of this run. Security and safety are priority one for this customer. We cannot compromise anything, we want the work and we need the work.

It all comes down to you. If you have been assigned this run and choose not to communicate problems or difficulties during this run, you are putting any future work with this huge customer in jeopardy. We have secured one run out of hundreds each week. There are many drivers who have been laid off and want to come back. It all starts with you.

Don't be the driver who decided to take it upon yourself to change the rules, or slack off saying something is good enough when it compromises the rules. The rules have been presented, you must read them and adhere to them. **If you feel the rules are too difficult to follow or think you don't have to follow them we will have no choice but to give this run to other drivers who are willing and ready to adhere to the customer's contract.**

We have signed and agreed that if we compromise the contract in any way, our work is immediately terminated and the potential for more than just the one run is lost.

We are in a customer driven business. We must do what the customer desires or be left behind. If we maintain the customer, we can step forward to even more business, building our long haul division back up. We have been sliding backward as the economy has hit the long haul really hard. It's now time to step up, step forward. **We are not just truckers, we're service providers and must prove ourselves to the customer with each and every shipment!**



Marilyn, Pat, Ray, Peter, & Donna



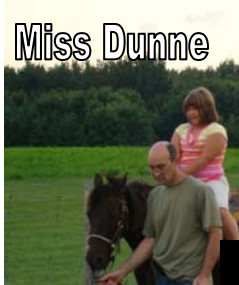
Johnny & Evan



Mr & Mrs Steve McEntee



Miss Widdes



Miss Dunne



Mini Millers!



Mr Chesney



Mrs Boonstra



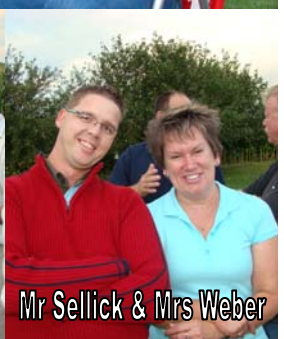
Miss Reuber & Mr Miller



Mr & Mrs Mark Reuber



The Campbells



The Hergotts & Mr Dunne

Mr Sellick & Mrs Weber

My Facts Are Flawed

I had the privilege to go chicken hauling in July 2009. I have never hauled chicken before and my fear is based on the number of accidents that I have had to write about and trucker's stories about how the equipment reacts.

I was excited about doing the run to finally see with my own two eyes the activities involved at the farm. I've never been close to chicken other than a big ole bucket of it from KFC.

So taking you back to the early morning at 5am on a clear night where the sun still hasn't come up, I began to pull out of the driveway and onto a narrow gravel concession. Thankfully, the farmer has realized the need to have the driveway widened for large transport trucks.

HERE'S MY VERSION OF THE EVENT:

I pulled out of the laneway slowly and put the tractor onto a grassy area on the far side of the road to ensure my trailer wasn't going to fall into a ditch. I had on my rear lights to shine back to see the path of the trailer wheels.

I quickly looked forward to see where the truck was going and continuing to rely on my mirrors to make my turn. I wasn't going very fast. My eyes noticed my back lights were still on after I cleared the driveway and so I decided to try to turn the lights off. In leaning forward to get the switch behind the driver's wheel, I felt the front end of the truck drop off the road. I must have leaned on the wheel and pulled it to the right in order for this to happen.

I quickly straightened the wheel and now with right wheels of the whole truck on the gravel shoulder, with a ditch just right there. I kept it straight and edged toward bringing it back on the road without tipping. My nerves were shot because I could see myself tipping over on a part of a road which I

never anticipated.

HERE'S THE REALITY OF THE SAME EVENT:

It wasn't till a couple days later that I started talking to my passenger (who was on board the truck and in the passenger seat at the same time) about the same events. His version and mine are completely different.

He says I was so busy concentrating on the mirrors in trying to avoid the trailer falling into the ditch as I came onto the road. He says once I had gotten onto the road I had never straightened my vehicle up to match the road's direction. He says if I would have kept the wheel straight, and been any faster, I would have headed right for the ditch on a 15 degree angle.

Here I thought I must have leaned on the wheel to pull it to the right when I went to turn off the back lights, but because the front end fell off the road at the same time, my memory is different because there was so much going on.

What is consistent is that I was trying to do too much at the same time. I shouldn't have been worried about turning off the lights until I knew for certain that I was on the road in a safe manner.

It's no wonder why some trucking companies put cameras watching their drivers and the road while driving to find out what actually happens. LRFT doesn't have that technology, but it would clearly show what actually happened.

I knew I was distracted, but I didn't realize that my recollection was so different from the reality of what actually happened. Knowing that scares me greatly and prepares me to avoid the same mistake in the future.

By: Michael



Consider This...

Out Of Route...

Fuel is the biggest cost that any carrier will incur these days. With fuel hovering around the \$0.87 cents per liter in Ontario and \$2.55 US Per Gallon in the States, that equates to \$0.65 cents per mile. JUST FOR FUEL!

On top of the cost of fuel, add driver's wages, benefits, CPP, EI, WSIB, Administrative costs, the price of \$130,000 per truck and \$75,000 per trailer. NOW ADD license plates and insurance. . Don't forget about reefer fuel. OH YEAH... don't forget about tolls and HUT fees. Now when you have all of this added up, tack on the cost of that flat tire you just discovered or the door that was just damaged on the reefer... All of this adds up to a base cost of \$1.65 / mile or more.

Now you can hopefully understand why we have been clamping down on drivers not taking the shortest possible route.

In most cases we do not get paid on the per mile basis, but a flat rate for the shipment. If a driver runs off route and adds more miles, even an extra 20 miles, that decision just cost \$33.00 or more.

Quite often, there are tolls involved too. If you run 80 miles out of route, add \$132.00 going both ways, \$264.00. Add the tolls to this and in most cases this is usually the entire profit of the load.

Little Rock cannot continue to allow drivers to run out of route. We must operate efficiently to remain competitive in the marketplace.

By Steve McEntee

This Newsletter Is spearheaded by Michael Sellick. Various contributors participate and are noted. Comments or Suggestions Are Welcome at michael.sellick@lrft.net Videos For Little Rock can be found at www.youtube.com/littlerockfarmtruck

Losses & Damages 2008

At the last safety meeting, Brian Palmer requested that drivers have access to the losses involved due to damages.

Damages include small bumps and bruises on trucks up to major accidents. Without naming vehicles or drivers involved with these losses, here are the numbers to look at.

\$219.64	Trailer Damages 1
\$8,001.63	Accident 1
\$558.73	Tow Bill 2
\$1,014.27	Trailer Damages 2
\$93.80	Trailer Damages 3
\$1,000.00	Accident 2
\$519.23	Tire & Tow Bill 2
\$157.00	Rim Repair 1
\$637.93	Accident 3
\$1,312.50	Tow, Slip Off Ramp 4
\$525.00	Tow Bill 4
\$2,367.04	Accident 4
\$362.00	Rim Repair 2
\$725.00	Repair Tarp 1
\$25,000.00	Accident 5
\$149.12	Tire Repair 1
\$337.67	Damaged Mirror 1
\$11,929.88	Accident 6
\$1,000.00	Accident 7
\$30.00	Parking Ticket 1
\$218.91	Damaged Mirror 2
\$12,615.24	Accident 8
\$404.78	Tire Repair 2
\$186.10	Barn Damage 1
\$82,388.00	Accident 9
\$384.95	Farrings Damage 1
\$229.54	Farrings Damage 2
\$2,500.00	Accident 10
\$3,300.00	Property Damage 2
\$1,618.56	Property Damage 3
\$563.47	Rim Repairs 3
\$419.36	Trailer Damages 3
\$918.13	Tow Bill 5
\$69,000.00	Accident 11
\$430.69	Property Damage 4
\$426.96	Fuel Ran Empty 1
\$2,500.00	Accident 12
\$1,156.46	Rim and Other 4
\$2,000.00	Accident 13
\$193.58	Tire Repair 3
\$26.22	Tire Repair 4
\$101.70	Rim Repair 5

\$1,971.95	Trailer Damages 4
\$77.71	Property Damages 5
\$265.20	Tire Repair 5
\$731.25	Trailer Damages 5
\$313.92	Damaged Mirrors 3
\$1,768.75	Damaged Trailers 6
\$7,326.00	Accident 15
\$2,500.00	Tow Bill 6
\$21,873.00	Accident 16
\$199.23	Property Damages 6
\$433.13	Tow Bill 7
\$1,245.83	Unknown Expense 1
\$577.50	Tow Bill 8
\$169.50	Property Damages 7
\$559.38	Trailer Damages 7
\$65,881.12	Accident 17
\$752.26	Tow Bill 9
\$2,149.75	Tow Bill 10
\$243.81	Damaged Mirror 4

Re-capping Total Costs

\$6,778.40	Trailer Damages
\$316,019.84	Accidents
\$10,246.23	Tow Bills
\$2,340.63	Rim Repairs
\$30.00	Parking Tickets
\$1,129.78	Tarp Repairs
\$1,038.90	Tire Repairs
\$426.96	Running Out Of Fuel
\$5,981.79	Cust. Property Damages
\$614.49	Farrings Damages
\$1,114.31	Mirror Damages

Approximately \$345,721.33

As per Sandy's speech, this is not all of the costs associated with 2008. There are still some uncategorized expenses outstanding with this.

These are all accidents but accidents are preventable. A better pre-trip to catch those tire issues. The mirrors? Running out of fuel? Nearly \$6000 in customer's property damages? Insurance doesn't cover everything. The minimum deductible is \$25,000.

Remember, Steve Cover offered the shop services to show drivers aspects of the trucks. It's more of an 'For Your Information' in case you are stranded. Knowing just what parts look like helps the shop greatly in identifying what is wrong. Take advantage. Steve even says, we have the PITS in the shop to get under the trucks without a driver even having to crawl under to get dirty.

We must do a lot better with preventable accidents in 2009.

Driver's Square Dance

In late 2008 and early 2009, we knew the economy was slowing down in our long haul division. Growing a company is the fun part, laying off hard working individuals is a kick in the gut for everyone. It's hard to make up that list of people who unfortunately are in the sector of our company that is most affected.

Our live haul area is the hardest to find drivers for but is the most consistent for drivers working. A driver is pretty much guaranteed a full work week. A driver's weekend on the chicken haul shifts to Thursdays, Fridays, and/or Saturdays... Pretty much the entire live haul fleet is gone on Sunday Afternoons.

Some drivers were given a choice in the long haul area to shift over to Live Haul and worked into the schedule.

It appears the long haul nature of business is slowly building once again as the recession loosens its grip from our throats. Drivers who were shifted to live haul will slowly be shifted back to long haul. We are hiring more live haul drivers to compensate for this shift.

We are still maintaining the contracts for the automotive industry; however, every run we have is on hold and has been on hold since June 2009. We are unsure **when** any of these runs will start up again. Furthermore, we are unsure whether the contracts will just be started or whether each run will be put to the quotation stages for every trucking company to bid on the standard runs once again. The automotive industry knows that trucking companies will fight for the business and may use this to their advantage.

100% Paperwork R'qd

Live haulers will see a new chicken statistical data sheet. We have nearly 100% on drivers taking temperatures for the live loads.

It's now time to look even further on the paperwork to see the other questions we consistently leave blank. We are entering more data into our spreadsheets for further analysis. This spreadsheet is surrendered to CFIA when they question loads.

Last Week of July = 50% Completed

1st Week of Aug = 55% Completed

2nd Week of Aug = 71% Completed

3rd Week of Aug = 69% Completed

These numbers are the percentage of completed paperwork out of the total number of loads per week. Only a few of the same drivers are scoring 100% every week.


Safety Tips

PROBLEM:

1. Adjusting the radio.
2. Talking on your cell phone. 
3. Drinking coffee.
4. Changing the CD.
5. Reading a map.
6. Looking for a street address.
7. Thinking about non-driving activities.
8. Reaching for items.
9. Personal grooming (shaving, combing hair, putting on make up & plucking nose hairs!)

This is just not limited to those 4 wheelers who are doing everything in their cars 'cept for driving it properly. Truckers are just as guilty.

SOLUTIONS:

1. Check your route before you leave.
2. Keep your hands on the wheel and eyes on the road at all times.
3. Be familiar with the equipment in your vehicle.
4. Do not use your cell phone while driving. In some provinces and states, this is illegal now.
5. Never take notes while driving. 

6. Don't reach for items while driving.
7. Pull over to eat or drink.
8. Do your personal grooming before or after you drive.
9. Never drive impaired by alcohol, drugs, fatigue or stress.



Personal Injuries Reporting

Personal injuries need to be communicated to someone in person or over the phone. Satellite messages aren't 100% guaranteed to get to us.



Accidents regardless how small need to be reported to us. Accidents are examined by the safety committee to improve our working conditions. Communicating any accidents to the office will require a follow up interview **or** written report from injured worker **or** both.

It's not okay to say you hurt yourself and then to say don't worry about it. We must show due diligence in ensuring the safety of our employees.

When it comes to any WSIB issues the responsibility falls on both the employee and employer to proving they each have done as much as they could during the follow up procedures, which may include follow up with committees to ensuring the issue was addressed properly.

August 2009 Social

On Behalf of the social committee, we thank everyone who attended our evening social and bonfire at John and Barb Reuber's House.

The kids were treated to horse back riding and lots of sugary treats. A wicked game of soccer was created by the kids which some adults got involved.

The star filled sky took over as the sun fell into the horizon. Jupiter in the eastern skies brightly shone over us.

It was Barb's turn to make the arrangements this year for the summer social and she did a magnificent job as always.

A screen show was played into the evening. We had 5 years of social gatherings displayed on the side of the barn. Many of us have changed and it was comforting to see faces that have come and gone over the years.

A favourite moment of the night was the Miller Grand Babies brought by Sharon who set themselves up to watch the show.



We had drivers come both LRFT Walkerton and LRFT Milton.

It started to rain at 10:30 pm and a handful of people stayed behind at the party moved inside the house.

Thanks and we will see you at the next social event... stay tuned!

