

# LRFT newsletter

**Little Rock  
Farm Trucking**  
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## Value Added Services

- Satellite Tracking
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- Dedicated Dispatcher
- 24/7 Availability
- Experienced Drivers
- Modern Equipment
- Accurate Billing
- Hard Copy POD's
- CFIA Approved Docs
- Bio Security Aware
- Ace Manifests

Your dedicated regional, national, or international carrier of dry goods or refrigerated loads. We also haul live poultry between the USA and Canada. We can do regular scheduled runs with dedicated drivers.

Learn more about us  
at [www.lrft.net](http://www.lrft.net)



# Juggling

Striving To Be Green



# PRIORITIES

by MARK

I heard an interesting documentary on CBC radio about a woman who was having a hard time making it through life. You know...keeping a decent job and the bills paid.

She recounted how if there was the least little family problem, or a friend needing her help, she would take off work. To her, relationships with family and friends were far more important than her job. Trouble is, she couldn't keep her jobs because of unbalanced priorities. Absenteeism was always high and employers would simply dismiss her.

At the "end of her rope", she sought pro-

fessional counsel. They were able to help her understand relationships, while important, are worthless if you don't have food and shelter!

Just as unbalanced are those who believe there are 24 hours in a day, and 7 days in a week...and it's all for work! Those people suffer the adverse affects of ruined relationships! **"All work and no play makes Jack a dull boy"**.

It's all about balancing your priorities. I certainly haven't always juggled my priorities in a balanced fashion, and know I need to work at that regularly.

How does this relate to

transportation? It's huge. It's so easy to work 24/7 in this business...and at times we must. But it gets all "lopsided" when you begin measuring every pay period against the highest pay and constantly trying to match or break a record!

We **MUST** provide food and shelter for ourselves and those in our care, and that may require long days and weeks! When setting up your priorities, don't sacrifice your job or your family and friends!

It's all about

**juggling  
priorities!**



## CAB CARD FOR REPAIRS

You should NOT pay PST or State Tax for Repairs. To not pay, you must present your Cab Card. If you have any questions please ask. This is a beneficial cost savings for us all.

Check your tires after you have been to a muddy farm. Be mindful that the mud can make tires appear to need a repair when in fact they are fine. Just something to watch!

## New Laws Proving To Be Beneficial

I've recently read articles in truck papers and magazines comparing professional drivers to broccoli. In the sense that broccoli and its benefits are understood but not always favoured as a favourite food. This fits professional drivers to a T for the most part. Most people understand that without professional drivers, no freight would be moving and that means a hard time getting food to the table. There are those who think it magically appears but none give it a second thought. A lot of people don't regard truckers as a necessity but view them as men and women who have no consideration for other motorists who aren't driving a truck.

The average age of truckers is rising. There will be yet another shortage. Although, kids who give the fist pump and anticipate the sound of air going through a tube are delighted when it happens, there's a slim chance they'll end up driving a truck when they grow up. If their parents don't like truckers, there's a good chance they won't either. Trucking for a lot of people is viewed as a last resort. It's not something they want to do but it's the only job available at the time. How many of us have said that before and actually meant it? If that attitude doesn't change, then you can bet the price of everything transported by a truck will rise.

Since the governing of trucks, I can't be the only one who's noticed a serious change in the way people drive on highways. Up until that point, drivers either kept up with traffic or got shoved down the road. Now, most drivers putt along at about 100kph generally in the way of trucks. They certainly respect the size of trucks and who we are but for the most part would love for us not to be on the same road. There has been a dramatic drop in accidents on Ontarios' highways because of the new 105 law. You will also notice more of a drop with the new cell phone ban. Are these laws really that bad? That's a hard and lengthy debate.

The aim of that law is to make Ontarios' roads safer for everyone. Not just truckers. My guess is that eventually, all provinces and states will end up with a 105 law. If four wheelers continue to slow down (not all but a lot have, more to come in time), you can bet that you will see some smarter driving. When that happens, the consideration of raising speed limits has been discussed. This will be the day that all drivers co-exist on all highways without the "eat your broccoli or no dessert" or "you're going to sit here until you finish your plate". There is no reason why aggressive can't become passive.

By: Brian Snyder, Live Haul Driver



*"Being honest with yourself will help you see the vision of what you are trying to achieve."*

### LRFT COMPANY PICNIC

June 19, 2010

Details Coming In The Next  
Edition!

### Where Are You Going?

***Do you find yourself extremely busy but going nowhere?***

Do you seem to focus too much time, energy and attention on trivial aspects of the job, your relationships...even on yourself? Or do you have a hard time focusing your time, talents and energy effectively to get the job done in a timely way?

***"A full 98% of people have a clear understanding of their dream but no idea how to get there."***

If you feel that you are working

too hard and getting nowhere in your career, your relationships or just your life in general, there is hope and it is easier than you think.

The first step is to be totally honest...**with yourself**. This is difficult for some but there is a way. Start by making a list ...on paper...of **YOU**, the good, the bad, and the (ugly) less than desirable. And bring it with you to the next issue... **Let's get you going!**

Charlie

## Pre-Tripp'n Your Truck & Trailers

Pre-tripping is a legal requirement. We all know this when completing our Commercial Driver's License Testing with the ministry.

This is a safety issue. Plain and simple, our drivers are driving heavy pieces of machinery down the roadways which can potentially kill another human being. This goes beyond just checking to make sure

your truck is connected and lights are on. You must be responsible.

It has been observed through video surveillance and eye witnesses that some drivers are not doing adequate pre-trips.

If it was your family traveling down the roadway and suddenly something another truck driver

didn't check before they left killed your entire family, you can bet you would be advocate for ensuring proper circle and pre-trips of other truck drivers knowing your family has just been wiped out.

Ask yourself this. What level was your oil at this morning? If you don't know, maybe this message will sink in. **Michael**

## Have You Seen Google Maps Lately?

Talk about cool, have you seen the new mapping system on Google. Google has updated themselves to provide real pictures of roadways.

What is remarkable is that roadways in the middle of nowhere, including many farms

we visit are visible. We can see what side of the road they are on, the colour of the barn or even enough details to know how tight the location is.

It's simply incredible. For many drivers who get their itineraries emailed to them.

This is a great tool to help them plan better and even know what to visually look for when they get there.

Check it out on Google!

**Michael**



## ACE Manifests Are Updated

Little Rock has had a computer upgrade to our FLEET Program. "Fleet Manager" is our dispatching program that controls many things including the border.

Drivers will notice the NEW ACES will have where they are suppose to cross.

This simple upgrade to this procedure will take the guess work out of the driver's

hands and confirm to them which border they have been assigned to cross.

It's a little thing but with a lot of meaning.

**Michael**

Have You Seen  
The New Google  
Mapping System?



## Way To Go Live Haulers!

Little Rock is now going another step forward in our live haul to record loading times by catchers.

Almost all of you, are recording your loading times and sending them back through the satellite. We are greatly appreciative of this information.

This information has been instrumental in some over all changes in the industry. More so, it's providing concrete proof to realistic loading times, delays, and etc.

We have nearly 6 months worth of data now on file which is showing ongoing

trends. Without saying anything to drivers, data on paperwork has been cross referenced and entered into our computers. It has been amazing the amount of accurate information recorded by each driver. Keep up the great work!

**Michael**



Loading Times At Farm Locations Have Proven To Be Accurate Across The Entire Live Haul Fleet!

**Congratulations!**

## Receipts From Drivers — Pay Or Don't Pay?

There are some receipts drivers turn in where there is no method of payment. A driver may have paid cash or their own credit card, but the receipt doesn't say so. Truck Stop Receipts are notorious for showing a payment made, but they don't say how it was made. **PLEASE WRITE DRIVER PAID ON THE RECEIPT!**

**A handful of drivers have decided to stop writing their expenses and leave it to the payroll to figure it out.** This includes weigh scale receipts. It is assumed that if the expense isn't written, it was paid for by the

company credit cards. Also, this practice allows us to overlook receipts that should have been in the envelope and are unknowingly missing. **"How are we to know it's missing if nothing is written?"**

Remember, we need to help each other. Payroll is done by after hours administration. If you are one of those drivers who conveniently forgets trip after trip to write any expenses for us to reimburse, we are going to eventually fail when we don't find enough bread crumbs to realize you are to be paid back.

Mi-

## What Generation Of Trucker Are You?

This can be a controversial topic of comparing the older trucking generation with the new truckers that are being trained. There are some key elements that have changed. The most important one, I believe, is the quality of life on the road and balancing our personal lives at home.

Back in the stone ages, say when Steve McEntee was driving, getting on the road and staying on the road for extended periods of time was considered the **"norm"**. There was more personal sacrifice on behalf of a trucker to take care of the family at home. Even if it meant that the driver was just a visitor at home even for a couple days before hitting the road again for another 2—4 week run.

This is the same era that truck stops were providing poor services for truckers on the road. Lack of showers, lounges, and other amenities that we new truckers believe were always there. At the same time, a trucker would look for

a pay phone to call dispatch or call home. Cell phones weren't available so it could be hit or miss if someone would be home to take your call.

Today's generation is different and you can see that at the Truck Stops. Truck stops are like a mini vacation destinations between the long days. Hop in a hot shower, play some games, get some grub, and/or watch some TV in the lounge. More so, drivers are now more in tune to what's happening at home through the convenience of lap top computers and cell phones.

I'm not saying today's trucker care more about the family at home then they did in the past, just saying it's easier to stay connected.

Many truckers today want to make **"just enough"** money to get through the next pay period, but be home long enough to keep a healthy relationship with their spouse and children.

The industry has changed, merely by the people who are driving. Not everyone is the same and nor can you make assumptions about the entire fleet.

Some drivers have that passion to always drive and other's have the passion to try and balance home with their jobs.

Disturbingly, many of the hard core truckers believe that new drivers that are trying to balance out their lives don't deserve the word **"Trucker"** when it comes to their jobs. They merely state they are **"Wheel Holders"** because they appear to be lacking the commitment to being on the road all the time.

I believe that is a true shame. Products go from Point A to Point B, regardless of who takes it. You can still have a lot of trucker pride and enthusiasm about your job and yet have a healthy loving relationship with your family that goes beyond just providing financially.

It's an interesting time to watch how our generation is changing the future of the trucking industry.

What's your thoughts on this?

Michael

### OFFICE CONTACTS

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Jim, Parts Manager ext 128

#### After Hours:

Dispatch ext 139, Shop ext 9

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Sandy, Safety ext 133  
Shelley, Accounting ext 123  
Michael M, Admin ext 139  
Mike S, IT Support ext 139  
Michael S, Weekend ext 135

#### Sales:

Mark, Sales Rep. ext 127

#### Executive:

Mark, Owner ext 127  
John, Owner ext 137  
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**LRFT employs over 80 people who include drivers, mechanics, students and administration to serve our customer's needs.**

The company newsletter is produced by Michael Sellick, administrator for LRFT.

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Contributors welcome. Submissions will be considered and decided based on theme and content.