

LRFT newsletter

**Little Rock
Farm Trucking**
www.lrft.net

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Department	Ext
Sales	122
Live Haul Dispatch	125
Long Haul / Local	124
Safety	133
Milton Office	207
After Hours Dispatch	139

Value Added Services

- Satellite Tracking
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- Dedicated Dispatcher
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- Experienced Drivers
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- 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

Volume 3, Issue 1-2



LITTLE ROCK FARM Trucking

Striving To Be Green



Come'n down the pipe...

CSA 2010

For some time Canadian class "A" drivers have been monitored by the CVOR abstract. The CVOR abstract tracks every time an inspection occurs while driving a commercial vehicle, and whether or not there were any infractions.

However, when driver infractions occur on the US side of the border, they're tracked only by company...not driver. So, when examining prospective new drivers there's no way of identifying performance other than the Canadian miles they've travelled.

This new CSA 2010 will change all that! Now, each driver will be tracked in the US. Upon approval of the prospective driver, we will be able to check driver performance via the internet.

As well, Carriers will now be monitored and rated similar to the way our current CVOR system works. Carriers who fail to measure up may be subject to penalties related to their safety scores, and their authorities revoked. The Federal Motor Carrier Safety Administration (FMCSA) believes many carriers will simply fail to

meet the given criteria and have their authorities revoked.

MTO Facility Audit

Most of you are aware we have recently undergone an MTO facility audit. One officer was here for the better part of 1 week. We are very proud to announce we passed with flying colours with an "excellent"!

A big thank-you to our drivers and Sandy McInnis, our safety coordinator!

Job well-done!



**NOW ...
C-TPAT
CERTIFIED!**

IT'S A NEWSLETTER MAKEOVER

Welcome everyone to the new and improved LRFT Newsletter. Our continuing objective is to make this newsletter very customer friendly, but continue to provide employees with resourceful in-

formation to be successful.

You will see new areas of interest going forward. Thank you for your continued support and we look forward to the year ahead.

Risk Of Being Towed

Word has it that some truck stops – particularly those belonging to the Husky chain – are cracking down on trucks left parked in their lots without permission. It's hard to blame them. Truck stop operators are trying to run a business, not provide free parking and storage for local companies.

Still, a rumored rash of recent towings has caught some drivers off-

guard, including one exasperated driver who phoned me to complain. He said it cost him \$1,156.05 to cover the towing and storage fees and he was pretty ticked off, having always considered the local Husky to be a safe place to park his rig – often for days on end. Remember folks, whether or not there's signage, those spots are intended for paying custom-



ers and parking spots are in short supply. The truck stops are struggling just like everyone else in this industry and if you require extended parking, you may have to negotiate a fee with them.



Green Screen Technology

To the left is Geoff & Angela Goetz. It's the only photograph I forgot to enhance. The photograph enhancements took 14 Hours for our entire

company's pictures to be transformed.

Everyone's photographs looked like Geoff's picture. The process was interesting as I had learned my mistakes while photographing, especially having people stand too close to the backdrop.

With this technology, it's not very forgiv-

ing. If I make a mistake or someone wants an adjustment, you have to start right back at the beginning with importing the picture and starting all over again. It's not a matter of editing what's already been created. It's kind of a pain.

The photographs came out extraordinary. Using a creative sense, we blended people to the background instead of being the primary focus. It's outside of the box thinking and worked out for most cases. Thanks Everyone!

What Keeps Customers Satisfied...

What keeps customers satisfied?

- Knowledgeable and available staff; available when *the customer wants us!*

- **Friendly people:** in every step of the process.
- **Good value:** *be fair,* but pay ourselves too!

Convenience: This is simple, *make it easy!*

- **A fast finish:** don't fail at the finish line, follow through with the customer and *ask for the next order.*



Thank You

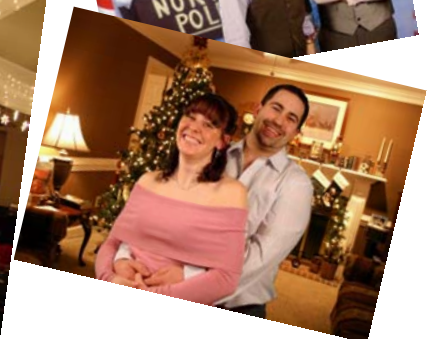
Both Mark and John express their gratitude in receiving their gift from all the employees of Little Rock.

For those who missed it, their new gift will be displayed proudly on the front of the LRFT Walkerton building. Final design and installation is all that is re-

quired to make this come true.

During the party night, live music was performed by Mark, Emily, Megan, Alex and Daniel. If you missed this or would like to see it again, check out our YOUTUBE channel for all 8 songs. There is also behind the scene

footage. There was rehearsals for 6 weeks prior to the party to make this all possible.



Operation Care Thanks Little Rock

I would like to express my gratitude to all of you for supporting the food drive that Michael Sellick has coordinated this year.

The donations have been the most wonderful food that disappeared from our shelves, by many smiling faces and warmed hearts belonging to this areas folks in need.

Operation Care was created out of the desire of several Sunday School Teachers to meet the

local needs of children and their families. Upon spending time with these kids, we discovered there are many who need groceries in their cupboards and food in their stomachs. We also realized that this true need in the Walkerton area is as great as abroad in our world. Our desire is to be well rounded. We often send money to Africa, China, Mexico, South America etc, and forget about those needing us here at home.

So, without advertising, and running for 3 years, we are meeting the needs of 125 local families. We feel blessed to be of aide at home as well as abroad. We are proud to let our Church know you have been a part. Our Pastor, Don Forrest sends his gratitude for your donations. Thanks for being a "Rock" to those who need something to lean on.

After Party Celebration

We would like to thank many drivers and administration staff for attending our "After Party".

It was wonderful to get to know more of you in a relaxed setting.

We eventually kicked everyone out at 1am.

We look forward to next year. Until then, we wish each of you a "Fabulous" new year.

Michael & Daniel





Outside The Box — Mentorship

In the world of business, we can't do it alone. We need guidance from people we trust, in other words, we need mentors.

Mentors are people who inspire you to create change or help you stay on the hard path of decision making. Keeping it real, yet, being open enough to make drastic changes.

Mentorship is not about you choosing one person, it's about you looking at people and seeing their positive side and cherry picking the best qualities that you desire to be. It's not about me imitating someone, it's about being yourself with the qualities of another that you want.

Many people inside LRFT are my mentors which include drivers, who inspire me. It's sound sappy, but that's the way I roll.

One person in particular lately has inspired me so heavily to take chance and get my mind out of the box. That's our very own Charlie Rushmere, Sales Rep.

I don't appreciate hearing, "Michael, get out of the box with your thinking!" when I think I am already outside the box

as it is. It's that level of honesty that is going to create the change.

I spent my Christmas Holidays for several days in front of a computer looking, cross checking, and figuring out what needs to change. I have been funneling through software and websites. I have learned about HTML, Online Shopping, Embedded Links and so much more. All because I need to stay out of the box with my thinking.

With the marketing aspect of LRFT, it's not about how we are the same as everyone else. It's about how we are different. What image do we need to project to land more consistent contracts. What level of service is the industry expecting? What can we do to be different, yet still offer great service?

ACTION is what is needed. Stop talking about it and start acting or seriously placing the stones across the river so we make get there... **BUT DON'T STOP HALF WAY ACROSS BECAUSE THE WATER IS GETTING FASTER...**

I know what I can do to help place a stone across the river, do you?



This newsletter is currently circulated to over 80 people each month and is published on the Internet

Starting in March, we will be having a classified section.

If you have something you would like to have advertised for sale or are looking for. **Please provide Michael with a written submission to be included.**

Plan ahead, submit before the 15th of each month. Space is limited. Submissions will be included on a first come first serve basis.

If you need something or want to sell something, contact Michael.

OFFICE CONTACTS

800-447-2660

Dispatchers:

Dave, USA Live Haul ext 125
Steve, Long & Local Haul ext 124

Mechanics Bay:

Jim, Parts Manager ext 128

After Hours:

Dispatch ext 139, Shop ext 9

Administrators

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:

Charlie, Sales Rep. ext 122

Executive:

Mark, Owner ext 127
John, Owner ext 137
Theresa, Controller ext 136

LRFT employs over 80 people who include drivers, mechanics, students and administration which all are committed to serve our customer's needs.

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

Michael can be contacted at michael.sellick@lrft.net.

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