

\$50,000 giveaway

Making Your Miles Count is giving away \$50,000 worth of Travel Apps to all Canadian Drivers who participate in our national survey. The first 2,500 drivers or operators who participate will receive a Vital Travel App, an app designed by drivers for drivers who desire to track fuel and maintenance costs for their truck. I was so impressed with the App that I purchased the entire company, and now I want you to have one.

The app is the perfect tracker for operator fuel costs, maintenance and travel issues. It's a standalone product, which means you do not need internet access all the time in order to use it. It works on most all hardware and the information is kept private, on your device.



National Survey on Industry Turnover

In the Spring of 2012 the Canadian Trucking Alliance' Blue Ribbon Task Force for the first time placed much more responsibility on turnover to the trucking companies themselves (however softly worded).

That's refreshing news!

This national survey is designed to reflect real life experiences of drivers and operators with their past and present employers.

Why did you leave your last employer? Why did you move to your current one? What did you do right? What would you do different?

Take a moment to think about all the drivers you know, the new ones and those who have been in the industry for 20 or 30 years. Do you see any difference in attitudes towards their employers? Are their attitudes the same as yours?

What about geographical concerns? Do drivers in the Maritimes feel more respected than those on the prairies (or visa versa)? Have you ever left the industry to find another job? Why did you leave? Was returning to the industry positive or negative?

Do you remember 2009, the time when trucking companies were downsizing rather than hiring? Do you think drivers are treated the same TODAY as they were back then?

If you provide an active e-mail address, national and regional results can be sent to you.

DON'T WORRY! We are NOT selling anything! If you hate SPAM as much as I do you can relax. We are only researching. We have two objectives: increase constructive and comprehensive national dialogue amongst drivers and produce an outline of thought that may stimulate drivers and operators to make better individual choices.

Here is the super simple theory: if every driver and operator made better individual choices the entire industry would change drastically. Good drivers would only work at a good company and poor drivers could only get work at poor companies. Then, poor companies would implode and rates would ultimately increase... for everyone.

In any industry with 100% turnover, the problems affect EVERYONE!



As an accountant I consult operators regularly about moving or not moving to another company. Some operators are very impressive business people. Moving from one company to another can make good sense. Sometimes it should be done, sometimes it has to be done... however, sometimes the decision is nothing more than an emotional vent.

Many operators who move simply want to make a statement... with their feet. However, too many industry "statements" can easily be interpreted as just useless static. Without clarity companies revert to prejudicial mentalities like "...truckers are never satisfied..." (hardly anything helpful).

Communication from drivers to companies should be made clear, not just loud.

The best thing is for companies to have comprehensive exit interviews, but unfortunately far too few practice them. Turnover has become an emotional affair rather than a scientific event. The science (at best) only becomes evident after a few months of separation.

If drivers don't scientifically express their concerns... who will?

This survey is designed to be publically available, however individual confidentiality is absolutely assured. Once a large enough sample of drivers/operators participate we will begin to release results.

To Start the Survey go to www.thrconsulting.ca and click the red "Start National Survey Now"

Enjoy the survey... Enjoy the Travel App.

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Robert D Scheper operates an accounting and consulting firm in Steinbach, Manitoba. He has a Masters Degree in Business Administration and is the author of the Book "Making Your Miles Count: taxes, taxes, taxes" (now available on CD). You can find him at www.thrconsulting.ca and thrconsulting.blogspot.com or at 1-877-987-9787. You can e-mail him at robert@thrconsulting.ca.