

CAREERS IN: TRUCKING AND LOGISTICS



Like many labour sectors in our province, the trucking industry is suffering from a serious shortage of skilled employees.


The lack of a well-trained workforce prompted an extensive 60-page report commissioned by the BC Trucking Association (BCTA), a nonprofit motor carrier organization. The report, the BC Trucking Industry Strategic HR Plan, came out of recommendations from a committee of industry professionals. The board was formed to examine the whys and offer viable solutions to deal with the pressing issues and concerns surrounding the lack of an experienced labour force.

"We needed a road map to deal with this lack of workers," says Paul Landry, BCTA's president and CEO. "Our members were telling us they were getting applicants coming in who weren't willing to be involved in long haul driving, or with lack of training or with poor driving records... We thought we better look into this."

The report came up with 10 key recommendations to promote and encourage qualified entrants into the industry and to retain its present workforce. It includes establishing a provincial standard for entry-level truck driver training; greater flexibility for learners including fast-tracking those who already have a Class 1 license; market to youth, women and to various ethnic groups; establish a tuition rebate program for learners and career promotion.

The issue surrounding education is one that is of great importance to BCTA's members.

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Westshore Transport is a privately owned and operated, transportation and logistics company that was incorporated in British Columbia in 1999. As a Canadian company, we specialize in the movement of marine and intermodal containers from the various ports and intermodal yards throughout the Greater Vancouver and Fraser Valley regions.

Headquartered out of Delta, British Columbia, our family here at Westshore Transport is proud of our commitment to continue to build our company based on our desire to constantly achieve new standards of quality and performance in our industry.

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"It's very easy to stay consistently employed in our industry."

Paul Landry
BCTA's president
and CEO



Truckers wanted

Continued from page A47

"There are scores of private institutions, as well as some community college programs, but many of the schools are only focused on training the students to get a license (Class 1)," explains Landry. "But then the students struggle to find someone to hire them because they don't have sufficient training."

"With feedback from our members we are looking to develop a training program which students will

graduate job ready from."

BCTA is also looking at non-traditional ways to entice people into the industry.

"For example, we have husband and wife teams in order to get people into the seat of a truck," says Landry.

In fact, women account for a rapidly growing number of the Canadian trucking industry. They work as transport drivers, dispatchers, sales representatives, managers and presidents.

There's never been a better time to consider a career in the trucking trade - one that is growing by leaps and bounds.

"Our industry has experienced ongoing growth every year," Landry says. "It's very easy to stay consistently employed in our industry."

According to Landry it's estimated that 375,000 new truck drivers will be needed in this country over the next decade. Currently in British Columbia BCTA members operate more than 12,000 vehicles, employ more than 16,000 people and generate approximately \$.3 billion in annual revenues. The BCTA also reports that more than 300,000 Canadians work in the trucking industry or drive trucks, transporting 90 per cent of all consumer products and foodstuffs, including two-thirds of our country's trade with the United States. The industry creates 400,000 direct jobs and 100,000 indirect jobs, accounting for 1.4 per cent of Canada's GDP (a staggering \$54.7 billion in revenue).

In B.C. the need is even more urgently felt. As the host province of the upcoming 2010 Winter Olympic with a booming economy, a historically low unemployment rate and several large newly planned infrastructure projects, the pool of workers is mounting.

Continued on page A51

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Ride the Asia-Pacific wave... in transportation

As recent headlines indicate, increased trade with Asia shows no signs of slowing. Canada's Pacific Gateway presents an enormous opportunity for job seekers across Western Canada. In British Columbia alone the impact of Asia-Pacific trade will be 255,000 new jobs, many of them well-paying union positions.

Amidst this opportunity, one industry stands out - Transportation. While often under-appreciated, transportation is on a resurgence. What is typically forgotten about this industry is exactly what makes it unique.

Since every business depends on the movement of goods and services to survive, without transportation, trade could never exist. For example, if the mining sector suffers - mines close. If the construction sector suffers - building slows. But if the transportation sector suffers - everything suffers. Everything we buy,

sell, manufacture or consume requires transportation.

Getting the goods we use everyday requires thousands of people to coordinate and handle products along the supply chain. The jobs involve different modes of transport from trucks and railroads to ships and aircraft. Many of today's transport jobs are highly specialized and use the latest technology.

Transportation is a hot field right now much like the dot-com wave of the 90's, except that this wave is not going to crash. Transportation is here to stay.

Growth abroad has increased demand in our primary industries making us the key Gateway between Asia and North America. In order to handle this business from Asia, the transportation industry will need to recruit and train tens of thousands of workers in the next few years to handle this increase in traffic volume.



Where to go?

www.TransportationCareers.ca

www.TranspoCity.ca

Canadian Trucking Human Resources Council www.cthrc.com

Canadian Supply Chain Sector Council www.supplychaincanada.org

Asia Pacific Gateway and Corridors Initiative www.tc.gc.ca/majorissues/APGCI



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Transportation Logistics:

Making the right moves

Transportation logistics is the process of arranging to have the right things, in the right place, at the right time. The Logistics Manager safely and efficiently plans, implements and controls all aspects of cargo movement from the point of origin to the final destination.

Whether orchestrating the movement of live seafood from Vancouver to Asia or the delivery of auto parts across Canada, logistics is very important. As businesses embrace the global economy and rapidly changing technology, opportunities arise in transportation logistics.

Logistics has become a key component of business strategy. Fast computers, sophisticated software, and improved input scanning devices enable quick and informed decision-making. Software assists in analyzing and comparing transportation costs. Global positioning devices and radio frequency identification chips provide accurate and instantaneous information on tracking the location of vehicles and cargo movements.

Careers in Logistics are continually increasing, particularly in the transportation gateway of the Vancouver area. The expansion of roads, ports, and airports contributes to an increase in the number of goods being funneled and distributed through Vancouver and the need for more transportation logistics personnel.

People interested in a career in this expanding area of business can qualify by taking a nine-month program at Vancouver Community College. For

the past 20 years Vancouver Community College has offered a Transportation Logistics Program. Students acquire theoretical and practical business knowledge and skills from experienced transportation professionals. The program also includes the examination of the contemporary strategies involved with moving cargo in domestic and international markets. Courses include Transportation and Logistics, Marketing, Economics, Geography, Supervisory Skills, Business Law, Business Communications and Accounting along with two industry work-studies.

On completion of the Transportation Logistics program graduates find careers with airlines, trucking operations, ocean agents, international freight forwarding companies, custom brokers or importing and exporting firms.

Other technical institutions and universities offer longer programs and further certification is available through associations such as the Canadian Institute of Traffic and Transportation (CITT) and Canadian International Freight Forwarders Association (CIFFA).

Logistics offers an exciting career path that can go in several directions within the transportation business sector. For more information on the Transportation Logistics program at Vancouver Community College or careers in Transportation Logistics contact Terry Mills at (604) 443-8322 or tmills@vcc.ca.



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Hope: Garry I. Davidson, RFT

Maple Ridge: Mark George Dumas, RFT

New Westminster: Jennifer Heron, RPF

North Vancouver: Colin Raymond Mahony, RPF

Vancouver: Anthony Carroll, RFT; Craig Murray Evans, RFT; James Allan Wilson, RFT; Stephanie Marie Sambo, RPF

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Shortage of truckers means opportunity

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Other factors exasperating the shortage include an aging workforce, increase competition amongst industries to lure potential workers to their field and increased technological change.

To get students interested in the field - one that Landry says is financially rewarding and offers excellent job security - the BCTA created an innovative plan of action.

"We started with our program Get Your Career on the Road (www.getyourcareerontheroad.com), which involves promoting our industry," explains Landry. "It entails a website, brochures, a DVD, and other resources...we then went to career counselors and to school guidance counselors to help us launch the project.

"We know we need to talk to young people and get them excited about a career in the trucking industry."

It's a profession that offers many appealing opportunities for advancement, indepen-

dence, good income, great benefits and more, adds Landry.

Start wages are very attractive - typically between \$40 to \$50,000 a year.

"Some drivers make \$100,000 (a year) in specialized fields such as heavy haul, transportation of food products, cross-border operations and hauling different products and goods," Landry says. "Drivers can also make more money by owning their own equipment and sub-contracting with a carrier.

"Where the opportunities really exist (for incomes in the six digits) is in the owner/operator sector."

The trucking industry is vibrant with lots of potential for interesting and challenging career options.

When truck drivers are ready to hang up their keys, they can opt to get into teaching, sales, dispatching, management roles and many other career choices.

One of the stumbling blocks that Landry is

trying to address is how the public views the industry.

"We face the same sort of issues as many "blue collar" industries do," admits Landry. "Many parents want their children to pursue formal education.

"We have to show them that this industry is an option to consider, a very good one."

For more information about the BCTA visit its website www.bctrucking.com or phone 604-888-5319 or toll free at 1-800-565-2282.

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Opportunities for women in Transportation Logistics

When you think of transportation logistics the image that comes to mind will likely be male. But things are changing. No longer is the industry looking for a specific gender with the basic labour skills to match.

Lesley MacKay thinks that change is happening now and that the industry is more receptive to women than it ever has been.

A graduate of BCIT's International Trade and Transportation program, Lesley is the current Trade Lane Manager for the Asia Pacific Region for DHL Global Forwarding. Part of her job is to assist importers and exporters move freight to and from Asian markets. At any one time, Lesley can be in one of the 14 countries she serves and away for several weeks at a time. While she misses her husband and daughter when she is traveling, she still thinks she has the best job ever and loves the work she is doing.

Anna Sobanska is another BCIT grad with a diploma in Technology in International Trade and Transportation. Anna is the Import Customer Service Coordinator for DP World Vancouver, an international company headquartered in Dubai, UAE. It is Anna's job to help move cargo containers as quickly as possible for her clients and provide customer support to all those involved. Anna too loves what she is doing. Using her analytical and problem solving skills as well as her public relations background she ensures smooth operations in the terminal yard. Anna is also the current president of the Vancouver Women's Transportation Club.

The Canadian Logistics Institute, meanwhile, is creating ways to showcase women and to identify the needs of female workers in the transportation logistics industry. A national Women in Logistics (WIL) initiative is being launched in Vancouver, bringing women across the industry closer together. Driving this initiative is a desire to encourage more women to enter this field and those already in the industry to further develop their professional careers.

The Vancouver Women In Logistics Launch Event is being held at the Terminal City Club on April 30th at 5 pm. Those interested can register www.womeinlogistics.com.

Linda Lucas

Board Member, Logistics Institute and WIL Chair

Did you know?

\$230 billion: Economic impact of Asia-Pacific trade on Canada by 2020

500,000: New jobs in Canada due to Asia-Pacific trade, many of them represented by Teamsters Canada, United Steelworkers, and the Canadian Auto Workers

80,000: Number of people needed in the next 3-5 years in logistics management

37,000: Number of new truck drivers needed this year


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Today's trucks are green machines

New engines, cleaner fuel, anti-idling devices, speed controls add up to environmental boon

Environmentally conscious individuals have a surprising new choice when it comes to seeking environmentally responsible employment. For decades, people blamed poor air quality on diesel trucks. The blame is totally out of place today thanks to a huge leap forward in truck technology and diesel fuel.

With the arrival of the 2007 truck engine and the new ultra low-sulphur diesel fuel introduced last fall, today's transport trucks are virtually smog free. The new diesel trucks are up to 95 per cent cleaner than those manufactured as recently as 2000.

The 2007 model year truck comes equipped with an engine that meets tough emissions standards that virtually eliminates smog. The new engines slash the smog-causing emission, nitrogen oxide (NOx), by 92 per cent. And, particulate matter (PM) -- linked to lung cancer -- is cut by a whopping 90 per cent. No wonder industry insiders and environmentalists alike have dubbed the 2007 model truck a 'green machine'.

The U.S. Environmental Protection Agency (USEPA) describes this leap forward as "an historic program comparable to the advent of the catalytic converter on cars." What this means to Canadians is that if the Canadian trucking fleet was composed exclusively of 2007 engine technology, the air quality impact would be the equivalent of removing more than 90 per cent of today's trucks from the roads.

No other mode of transportation can match the emissions performance of the modern truck.

But there is still more the trucking industry is doing for the environment. Because fuel is a huge cost for trucking fleets, many fleets control the speed at which their trucks operate by activating a computer chip already built-in on heavy trucks. Lower speeds mean less fuel is consumed.

A growing number of truck fleets equip their trucks with anti-idling devices that deliver heat and air conditioning for drivers who



have pulled over for a night's sleep. The result has been fuel savings for the truck owner and cleaner air and less noise for the community.

Trucks not only deliver goods on time, they do it safely, efficiently, and environmentally responsibly!



CTHRC, Our Industry, Your Council!

CTHRC is the national leader in human resources practices for one of Canada's most important industries, Trucking!

The Council was created to detect and tackle the many human resources challenges facing the industry and provide enduring solutions. With the combined support of representatives from business, labour and government the trucking industry will be

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Phone: (613) 244-4800 / Fax: (613) 244-4535
Email: info@cthrc.com

Visit us online at www.cthrc.com

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