

CarriersEdge, Humber offer new program

By James Menzies

TORONTO, Ont. – Online training specialist CarriersEdge has partnered with Humber College to offer drivers the ability to obtain a college certificate without stepping foot in a classroom.

The Certificate in Small Business Management for the Trucking Industry program was announced in late June. It will allow professional drivers to take a selection of courses over the Internet on their own time and from anywhere they have Web access. The program includes the following courses: How to start a small business (Humber College); human relations (Humber); small business bookkeeping (Humber); border crossing (CarriersEdge); defensive driving (CarriersEdge); pre-trip inspections, logbooks and Hours-of-Service (CarriersEdge); cargo securement (CarriersEdge); and transportation of dangerous goods (CarriersEdge).

Mark Murrell, president of CarriersEdge, says the partnership with Humber provides a college-level education for drivers with an emphasis on the trucking industry. It's well-suited for company drivers interested in becoming owner/operators or drivers who wish to acquire new skills and start their own business. Completion of high school is not required to enroll in the program, he noted.

"This program goes beyond safety and compliance training," Murrell said. "This will help them become better businesspeople."

Drivers can take the program beginning in September and be finished within a calendar year. Drivers who already have a strong knowledge of any of the topics covered by the program (such as defensive driving or cargo securement) can take an equivalent knowledge test on the subject and receive credit for the course.

"If a carrier is using CarriersEdge and putting their drivers through these courses already, a driver only needs to take the three Humber courses and they'll qualify for the certificate," explained Murrell. "That's a pretty good upgrade path, especially since it can be completed in a year. It also pushes the driver to stick with the carrier if the carrier is subsidizing or reimbursing the Humber courses."

Murrell said carriers can use the program as a tool to attract and retain drivers. Drivers aren't likely to switch carriers while receiving additional training, he pointed out.

"It would actually be pretty cheap for a fleet to roll this out to all their drivers," Murrell said. "In addition to having drivers that are safer and better at the business of trucking, the fleet would also have a killer recruiting and retention tool."

For individuals, the cost of the entire program is \$1,500. Individual courses can also be purchased for about \$300 for Humber courses and \$150 for those offered by CarriersEdge. For more information, visit www.driverquality.com or call 905-530-2430. □

Truck centre designed to deliver optimum experience

BELLEVILLE, Ont. – Truck sales today is more than offering service to a customer, it's about delivering an experience; and Jain Truck Centers' new facility in Belleville, Ont. was designed to do just that.

The Belleville facility was built and opened a little more than a year ago, in an effort to capitalize on the low volume of dealers in the area.

"There was only one International dealer in town, and Freightliner wanted to put a dealer in place to meet market share," said Margaret Taylor, general manager of the Belleville location. "The brand new location has been very busy. We have a young vibrant staff who are eager to prove their skills and abilities, so they go beyond regular duties to take care of our customers."

With more than two decades of experience dealing with Freightliner trucks, Taylor was found to be an ideal candidate to head up the new truck dealer operation. She started in the industry a little more than 20 years ago in the service department of a Freightliner dealership and eventually worked her way into management. Taylor joined Jain Truck Centers two years ago, not long after the company was formed.

"Jain Truck Centers hasn't been around for very long, it originally started out as Freightliner Kingston, which is now our Kingston location," explained Taylor.

Jain Truck Centers only has the two locations – Kingston and Belleville – but with a new, state-of-the-art facility like the Belleville location, customers will not need much more. The site features a 26-bay shop, with state-of-the-art equipment and a large inventory of Freightliner, Sterling and Western Star parts. Jain Truck Centers also offers 24-hour on-call emergency service and the shop is run by highly trained technicians.

"We've spent a small fortune training our guys and bringing them up to speed on the latest technologies," noted Taylor. "We've given them the training customers require and deserve these days."

For extra customer comfort, the Belleville location features a 2,000 sq.-ft. driver's lounge, outfitted with a television and pool table.

As well, opening at the end of July, the Belleville site will have a brand new drive-through lube pit, which will allow drivers to stay in their cabs while getting their oil changed. The lube pit also features on-site oil sampling from Shell.

"We are the newest Shell express lube dealer and sometime in September, Shell is sponsoring a customer appreciation day, with oil sampling done in 10 minutes," added Taylor.

Providing exceptional customer service and an overall customer experience requires changing with the times, and constant change is what has driven Taylor to stay in the truck sales industry, she said. □