

CPX Pro Driver

A regular publication of the CPX drivers, documenting the relentless pursuit of service excellence.

COASTAL PACIFIC XPRESS NEWSLETTER

JANUARY, 2009

OUR GOOD FORTUNE BY JIM MICKEY

It is a fitting time of year to tally up the good things we often take for granted in the hustle and busyness of our lives. Especially so during times of economic turmoil, uncertainty, and troubling world news, we need to keep front of mind with all the good we are able to enjoy.

We live in the best of general circumstances that the world has ever known. No group of mankind has ever had the abundance and lifestyle which we have surrounding us on a daily basis. It is a safe bet that all of our associates, staff, drivers, customers and suppliers easily fit into the most fortunate one percent of the world's population based on quality of life.

We live in a time when the basics for survival are easy to take for granted. We all enjoy tremendous personal health care in this country for ourselves, our children, and our elderly....something that is certainly not taken for granted in much of the planet's regions. It is a very rare day when we hear of health related outbreaks that elsewhere in the world are simply a fact of life.

Our personal safety is virtually guaranteed in almost all regions of our country and our neighbors to the south as well. Compared to the daily fight for survival that big blocks of humankind take as a given, the concept is nowhere near an issue for us. The basic sense of security for ourselves and our families is a very valuable aspect in life.

We have access to the finest food supply the world has ever known, and we can enjoy the best of the best from around the world year round. All the goods of the world are at our fingertips within minutes of our homes. Most of the planet's families will never imagine the abundance that surrounds many of us in our homes, and we can easily grow accustomed to this good fortune.

Never in history has a population of people had the easy availability for world travel, for entertainment, for education, and for intellectual stimulation. Most of us enjoy a blessed and very fortunate circumstance and it is a really good time to focus our attention on the large positives in our lives.

At CPX, we all have a means to a good living, with some degree of predictability and confidence about the future. At a time when many are anxious about their financial future, we hope you are able to make some sense of the economic challenges by concentrating on making the very best of the opportunities we all have within our corporate boundaries. This must not be taken for granted, as it is indeed a source of good fortune not available to many in our turbulent times.

**SEASON GREETING AND
A SAFE NEW YEAR**

QUOTE OF THE MONTH:

We spend January 1 walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives... not looking for flaws, but for potential.

Ellen Goodman

HAPPY NEW YEAR

Important Dates

New Years Day —
Thursday Jan. 1, 2009

Hot Dog Day —Monday
Jan. 12, 2009





TRUCKING FOR PROFIT (MAKING THE MOST OF WHAT WE MAKE) BY BOB UNGER

How can you make any money working there (or here!)? Why not just sell it and drive a company truck? You have no doubt heard these questions or ones that sounded similar. Maybe you have asked them of others or of yourself. My answer to that kind of question is always the same. I assure the person that if I was not "making it," I would move on. Sometimes, however, that is not enough and they press me for more. I tell them what I am averaging per mile, then tell them what my costs are averaging and let them figure out the rest for themselves. At this point I am usually met with a puzzled look, as though I have just answered the person speaking in Klingon or something.

Sometimes I ask the person if what I just told them was so much worse than what they are doing. Usually I just get that "Deer in the Headlights look" and I am told what that person is earning per mile or about a fantastic rate they just got to move something somewhere. Rarely does anyone tell me what they actually make. Granted, it is really none of my business, but I suspect the reason is that most people running their own truck

do not have a clue as to what their operating costs are. They have never thought to consider them. Owner Operators, as a whole, are some of the hardest working individuals that I have ever met. Generally, they are also poor business people. They are Owner Operators because they really like trucks, hate slip-seating or just enjoy the lifestyle that comes with truck ownership. As valid as these reasons may be, the main reason for wanting to start and run a business should be to turn a profit. Why else would anybody devote themselves to a 70 hour (or longer!) work week, or the stress that comes from the truck and its bills needing to be paid, before they ever see a pay cheque?

We need to be profitable in this endeavor and the best way to achieve that goal is to know what our operating costs are. Then we can understand how those costs are affected by the decisions we make on a daily basis. Once we have a clear picture of what it costs us to run our trucks, we can see where we can make changes in our operations to improve our bottom line. There isn't a "silver bullet" out there that makes a business profitable. There are, however, many small details that

on their own seem insignificant, but when added up can mean the difference between success and failure.

I am convinced that anyone, given the right tools, can micro-manage one truck more efficiently than a large company operating an entire fleet.

In the coming months, I will share with you some of the things that I have learned along the way in my career as an Owner Operator. I will also point you to resources that I have used and found helpful in running my operation. My hope is that these things will help you to improve your business or maybe just encourage you in the things you are already doing to stay profitable.

Until then,

I'll see you in the Slow Lane,
Bob Unger



4193 Maurice, 4221 Dwight, 4171 Jason, 4167 Don, 4218 Wally and Velda, 4163 Russ, all these people were asked to switch or change loads at the last minute or called in at the last minute to run. I want people to know how great it is to have men and women like these folks who jump to the pump when needed. Team players like this help make our system run and is a great example of working together. Thanks to all, Cory.

Service Awards



Inderjit Sandhu
2 Years



Michelle Kirsch
5 Years



Amar Alawad
2 Years



Richard Bolton
5 Years

WHAT IS CHRISTMAS, REALLY? BY JOE MCQUEEN

If you ask that question of most kids the number one answer I'm sure they would give is "the presents". Can you really blame them? Since the advent of television kids are bombarded with toy advertisements for Christmas starting in October. And most of us carry that gift giving way into adulthood even to the point of financial hardship. We feel obligated to buy people gifts just in case they buy us a gift.

Then there is the religious side of Christmas to a select part of the population. This meets with controversy almost every year as people argue as to why Christmas is a Holiday for most everyone yet other religions don't get the same recognition? It's a

good question and a valid point.

I like to keep the whole Christmas thing simple. This doesn't mean I don't buy gifts, but I buy them because I want to not because I feel obligated to do so. And I do recognize the religious side of Christmas as I am a Roman Catholic, but I do this in a private way.

Here's what I think Christmas is about... FAMILY. We (for the most part) take our family for granted. But Christmas really gets me thinking how lucky I am to have my families. As most of you know I survived a serious accident and guess what? I'm glad I had the accident because I now look at life differently, including Christmas. As I watch my

family open presents all I can think about is how grateful I am. I have my birth family of my mom and 3 brothers, my adopted family of a Mom, Dad, 2 sisters and a brother. Then I have my blended family of Cindy, 2 daughters and two sons all of which I love and feel blessed to have. And finally, my CPx family which over the last 7 years has played a big part of making me the man I am today.

Christmas allows me to remember I am lucky enough to have 4 families. Each day we have with our families is a blessing and we should all be grateful we are given that blessing not as a right but as an honour. Sometimes our lives get very busy and we don't take the time to think

enough about our families. How about changing that this Christmas? Whether it be during opening presents time, carving the turkey, or just sitting quietly with loved ones. Take a minute to think about the honour of having family(s). Maybe that's what Christmas should really be about, not the politics of religion or the commercialism of gifts.

I know I will be thinking about the great honour of having my families and how truly blessed I am again this Christmas for my families.

How about you?

**Merry Christmas To My
CPx Family.**



The best of all gifts around any Christmas tree:

The presence of a happy family

All wrapped up in each other

Burton Hills



ROI STATS CPx COMPANY DRIVERS

0.0 to .09 = 21 drivers

1.0 to 1.9 = 27 drivers

2.0 to 2.9 = 12 drivers

3.0 to 3.9 = 3 drivers

4.0 to 6.9 = 1 drivers

7.0 and higher = 2 drivers

ROI average for the company fleet was 1.9

GREAT WORK EVERYONE!!

WHAT DO THE NUMBERS MEAN?

Drivers will achieve their bonus based on the following scoring criteria.

0.0 to 3.9 = 100% of bonus

4.0 to 6.9 = 50% of bonus

7.0 and higher = 0% of bonus



Christmas Cheer From the CPx Staff

To all the Company Drivers and Independent Contactors



I would like to wish everyone at CPX young and old a Merry Christmas, and Happy Holiday season.

Brenda— US Dispatch

My hope for all my driver friends is a safe and happy holiday for you and your families.

Be Safe—Joe



The Claims department would like to wish all drivers and hired cartage a [Safe](#) & [Happy](#) Holiday.

Hope you all have a wonderful Holiday Season & all the best in the New Year. May 2009 bring everyone happiness & prosperity. Always be safe out there (& don't forget to message me – just had to add that in)! Vonda—Dispatch

The girls from Edmonton would like to wish all drivers a Merry Christmas and a Safe & Happy New Year.

I want to wish all the drivers a wonderful holiday season with dry paved roads and very little snow. We appreciate what you do and ask that you all drive safe. Merry Christmas & Happy New Year!

Kelly—Blue Chip Logistics.

I applaud our drivers for the task they have to perform at times under difficult circumstances, we appreciate it very much. I wish the very best for all our drivers.

Nine—Edmonton Shop

Happy Holidays to all our drivers. Have a wonderful Christmas and stay safe.

Cindy A—Finance

May all of our “superheroes”, out on the icy snowy roads have a Safe and Happy Holidays! We appreciate the ones whom make our world here at CPx turn!! Looking forward to another great year with a bunch of great professionals.

Gayle—Dispatch

May your trips be safe, May your truck always start, pray the roads are clear. Thanks for all you do all year! Merry Christmas & Happy New Year

Damaris—Finance

What is a Trucker?

Truckers are often found on highways, in truck stops, in service bays, on loading docks on bush roads at fuel stops and often they are the first at the scene of an accident. Their wives/husbands help them. Little boys follow them. Relatives don't understand them. Meals must wait for them. Weather can delay them.

But nothing can stop them.

A trucker is a paradox. He/she is a blue-jeaned executive with his/her office in the cab. He/she is a scientist who hauls dangerous chemicals and explosives, a purchasing agent in a baseball cap, a personnel director with grease under his/her fingernails, a poor eater with a fondness for burgers and fries, a student of geography and a weather watcher.

He/she likes sunshine, children, smooth pavement, good traction, clean loads, dinner at home, weekends with his/her family, an unbuttoned shirt collar and country music.

And there is a special place in his/her heart for his/her rig.

He's/she's not fond of city traffic, tourists who are rotten drivers, fuel prices, dispatchers(not CPx dispatchers), snarly receivers, kids in high powered cars and least of all drunk drivers.

Nobody else gets as much satisfaction out of talking about trucks, truckers, good weather, homemade pie, strong coffee, kids, wives/husbands, sweethearts and the price of fuel.

He/she is your friend and customer. He/she is your source of food, clothing, petroleum and natural resources.

In fact, everything in your life arrived on his/her truck.

From Devious Jay's Trucking Page.

May the happiness of the season bring warm memories that will last for years to come.

Gina—People Department

Wishing you and yours a “timely” Merry Christmas
Geoff—Dispatch

Tim, Michelle & Jackson McKechnie would like to extend Christmas wishes to all the CPx drivers and also we hope all drivers in this uncertain weather make it home safely to their families for the holiday season. Without their help and expertise it would be hard for me to offer customer service to our new and existing customers, Being a former driver I know it is not easy at this time of year. Please

Happy Holidays, I hope you and your loved ones have a Merry Christmas and a Great New Year in 2009.

Karen—Finance

At this time of year the road conditions slow you down while customer demands and busy schedules need you to speed up, We would like to issue you a heartfelt thank you for showing up in the worst conditions and getting the job done safely and professionally. Without all of you out on the road we wouldn't have a purpose back here in the office.

Merry Christmas to you and your families.

Michael—DRC