

CPx Pro Driver

COASTAL PACIFIC XPRESS NEWSLETTER

The Power of a Shared Purpose

By Jim Mickey

We are heading into the toughest time our industry has ever seen in its entire history, and anyone who tells you different has not studied history or is in denial.

We have a simple imbalance of supply and demand due entirely to reduced consumer demand and the natural reaction is a dramatic lowering of prices across all sectors. Our industry enjoyed profit margins in the small few percentage points over the past decade, and now all of us are finding we need to survive on rates 20% less than last year.

The math does not add up to allow this to continue for any longer than a company has cash in the bank to pay the bills each month. In today's environment, the bills to pay for last month's operations are larger than the revenue collected for the work done. Any ten year old can tell us the math is easy on this calculation, and the end comes when the money runs out.

The winner in this race for survival will be the company that is comprised of engaged and committed men and women aligned in a serious effort with an eye on that distant horizon. The goal is to be in fit and ready shape when the storm cloud clears and the sun shines on those left to fight another day. It will take all we can give to make ourselves immune to the forces around us. We must be efficient and deliver as much value as we can day in and day out, as every unnecessary expense comes at a high

cost if it jeopardizes our financial ability to weather the storm through to the end. Every service failure, every poor performance for our customer, every time we lack teamwork or common sense cost containment, all this puts us further behind in the fight to make our resources last for happier days. And anyone who is not part of the solution is literally part of the problem and we must all be vigilant to remove negative performance in our rank and file.

I am positive no other trucking company in this country enjoys more quality personnel on board that we do. It is worthy of mention that this is our single largest asset in the year ahead. We are fortunate to begin this fight with all hands on deck, ready and prepared for action.

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May 2009 Truck Profile

Unit: 2348

2009 Freightliner Cascadia

Owner: Len Munter

Started @ CPx: May, 2007

IMPORTANT DATES

May 4, 2009

HO BBQ Day—Monday

May 15, 2009

Hot Dog Day—Friday

June 4, 2009

HO BBQ Day—Thursday

Quote
of the
month

Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results.

- Andrew Carnegie

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

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I would venture to say our entire survival as a group depends on each of us working together in a concerted fashion with a single minded shared purpose to propel us forward against all odds.

In our March general realignment of financial compensation and the ensuing practical adjustments across the board, a move which was absolutely necessary in order to have a chance in this new world environment we have found ourselves in, it was very gratifying to see the good judgment and total acceptance across all groups of our people. I was personally awestruck with the tremendous show of respect and commitment to see this through on the part of all those affected. I know the financial price everyone has been asked to bear and I know the quality of life has moved a long way backwards for all the families that rely on our earning power in

the marketplace.

I am greatly energized to lead this organization through to our natural place at the other end of this current challenging environment, and all the energy comes from the empowering sense of responsibility to those who have so whole-heartedly supported us in the years past and especially in the current moment. No one can stop a large group that can demonstrate this depth of commitment and resolve to work together. I am personally committed to do what it takes to make our lives better through advancement of our good fortune, whatever the challenge may hold for the short term. I pledge to take advantage of all opportunities this year holds to get us to the best place possible and as soon as we can.

It is not lost on me the strength we have in this shared experience,

and it is more importantly not lost on those customers who continue to support us, despite the long line of carriers who would like to take our place. We must be vigilant to serve at the highest levels and to demonstrate our gratitude to these customers wherever and in whatever fashion each of us is able. We very literally depend on their support in our cause this year. In this climate, a lost customer is not able to be replaced. The customers we serve are precious and rare, and indeed have always been so but never more than now.

Thank you for the personal sacrifices and for all the individual support. It is a rare and special group we are all fortunate enough to work with, and this company will be forever in debt to those we have on the job today. □

ROI STATS CPx COMPANY DRIVERS	
0.0 to 0.9	18 drivers
1.0 to 1.9	19 drivers
2.0 to 2.9	14 drivers
3.0 to 3.9	5 drivers
4.0 to 6.9	2 drivers
7.0 and higher	3 drivers

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
 Great Job Everyone!

Follow your passion, and success will follow you.

- Arthur Buddhold

Fun Times Coming June 20-21, 09

The Easter Seals 24 Hour Relay For The Kids is more than staying up all night with your friends and co-workers and running circles; it's 24 little hours that can make a lifetime of difference in the lives of children with disabilities.

Donations will be accepted right up to June 19th, 2009 for this worthwhile cause, contact Joe @ 322 or Geoff @ 271 to make a donation.

Don't forget to come down to Swangard Stadium and the CPx camp on June 20-21 just to hang out and have something to eat. It's a blast!



**EASTER SEALS
24 HOUR RELAY**

Understanding the Fuel Surcharge.

By Bob Unger



If you have learned anything about me from reading these articles, you know that I'm pretty enthusiastic about improving fuel economy and lowering operating costs. We can't often do much about the rate, so we need to work on our costs to stay profitable. This month, let's look at the Fuel Surcharge (F.S.C.).

Like many companies, CPX pays a F.S.C. based on 6 MPG (US). If the average price of fuel goes up by \$.06 per gallon, the F.S.C. goes up \$.01. As long as you can average 6 MPG, the Cost Per Mile (C.P.M.) for your fuel will stay within \$.01, depending on where in the \$.06 step the average price lands. This system does a good job at protecting your bottom line, by keeping your fuel CPM as though the price of Diesel were much lower, but you need to do your part.

If you can't average 6 MPG you will slowly watch your profit margin shrink as the price of fuel rises.

Even without a FSC, the difference between 5.5, 6 and 6.5 MPG is worth the effort, but if you are willing to work at it and get your MPG higher than 6, you can actually improve your profit margin as the price of fuel rises. Look at the following examples:

Fuel at \$1.599 without a FSC:
MPG 5.5: \$.2908
MPG 6: \$.2665

MPG 6.5: \$.2460
Fuel at \$2.80 with \$.20 FSC:
MPG 5.5: \$.3090
MPG 6: \$.2666
MPG 6.5: \$.2307

Fuel at \$4.30 with \$.45 FSC:
MPG 5.5: \$.3318
MPG 6: \$.2666
MPG 6.5: \$.2115

Consistently averaging over 6 MPG is hard work, but it is always worth the effort.

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

Team Drivers and Changing Duty Status

By Michael Demers

If you run as a team there are two very important things to keep in mind. If you are coming out of Sleeper Berth after 10 hours rest you must put yourself On Duty and perform an Inspection. Before you start driving remember that Elogs will change your co-driver's status automatically:

The Auto Duty Status Change feature changes your duty status automatically when you start or stop moving. **When the truck starts moving the Elog will automatically change your duty status to Drive after 0.5 miles.**

If you stop for more than five minutes the Elog will change your duty status to On Duty.

When you change drivers you must remember to have the new driver select Drive manually. If

he doesn't, the Elog will grab the original driver's log (now in Sleeper Berth) and put him in Drive. If the new driver manually changes his status the first time, this problem can be avoided. □



Affinity Employee Family
Assistance Program Services
B.C.— 604-530-2660,
Calgary—403-266-1605,
Edmonton—780-482-4357

Coming together is a beginning. Keeping together is progress. Working together is success.

- Henry Ford

For peace of mind for you and your family.

The 2008 Carrier of the Year Award for Western Region of Nestle Canada Inc. **Carrier of the Year** has been awarded to CPx for our outstanding service and performance.



According to Dave Corcoran of Nestle’s, [the measurements were based on our on-time delivery to Nestle’s customers, customer service execution, equipment supply and commitment to Nestle’s business needs.](#)

Jim Mickey adds “we don’t want the xdock

to be lost in the glory of this award as Michelle Kirsch and her team are a big part of this award. We have had a long and happy partnership with Nestles, they are our kind of company and we are their kind of carrier. Everyone at CPx should be proud of this award.”□

CPx Ask a lot of Our Drivers.

By Sandy McDonald

We ask you to run Elogs, when 90% of other companies don’t care whether their drivers drive tired or not. CPx asks you to run posted speed limits, when other outfits push their drivers to get the load there as fast as they can. We perform driver reviews on yearly basis, when most companies don’t care what the driver’s driving record looks like.

Now, I will tell you the other side of this.

I believe that all CPx drivers embrace this way of thinking. All of you are striving to be better and I think you are very proud to work for a professional company like CPx.

In the last four and a half years we have improved our National Safety Code record each and every month. I think it is safe to say that there isn’t a single trucking company in Western Canada that can say the same thing.

I truly believe this is due to the fact that our drivers want to be the best, they all understand what it

takes to be the best and accepts that responsibility. To be the best requires constant evaluation of one’s self and the processes.

Other trucking companies look at CPx and are envious of the quality of drivers we have on the road.

So when you’re going down the highway, believe that every time another truck driver sees a CPx truck, they see the best behind the wheel.

[Your understanding and cooperation with our high standards show that you are all professionals.](#)□

Service Awards



Daljit Chohan
Years of Service—5
Independent Contractor



David Bird
Years of Service—2
Company Driver



Richard Brown
Years of Service—2
Company Driver



Garnet Hart
Years of Service—2
Company Driver



Shawn Pennanen
Years of Service—2
Company Driver



Jagdish Bhullar
Years of Service—2
Independent Contractor