

Street Smarts

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MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



Good on you

charity *How a former Ryder exec aims to fill your backhauls and get you brownie points in the hereafter. By Peter Carter*

You've all had the call. Your daughter's teacher is involved with some charity that has warehoused 100 used bicycles and now they have to get them to kids in a flood-ravaged reserve in Northern Manitoba.

She heard that you have trucks, and she's wondering if you can somehow fit the bikes into one of your trailers to get them to Manitoba..

Only problem is, you run reefers out of Grand Falls, N.B.; and your trucks never go west of St. Louis-du-Ha-ha.

But you'd still like to help.

So who you going to call?

Pete Dalmazzi could well be your man.

A familiar face on the Canadian trucking landscape, after 27 years with Ryder Logistics, Dalmazzi has just launched a new kind of trucking operation called "**Trucks For Change Network.**"

And he's looking for fleet owners and managers across Canada to join.

Basically, Trucks For Change Network is a sort of non-profit 3PL for the needy. Employing state-of-the-art load-matching

software, Dalmazzi links needy groups to truckers with partially empty trailers or just looking for backhauls. (Or, of course, front-hauls.)

So, if you have space in a trailer coming back from, say, Missouri, and a charity needs something picked up en route, you can donate or discount your space through Trucks For Change Network.

"It's a matter of being in the right place at the right time with the right capacity," says Dalmazzi.

"Every time our system matches available capacity from a member trucking firm with the needs of a charity client, we improve the charity's bottom line, and contribute to the great work they do in our communities."

Dalmazzi has already made a convincing case to several notable Canadian carriers and in April, the Ontario Trucking Association (OTA) signed on as a charter member. Scott Smith, CEO of J.D. Smith and Sons, and Evan Mackinnon, CEO of Mackinnon Transport, are directors of the new non-profit company.

The first client to avail itself is Habitat For Humanity Canada, well-known for its mission to help Canadian families in need of affordable housing achieve their dream of a safe, decent, and affordable place to live.

"We're thrilled with the Trucks For Change Network initiative so far," says Rob Voisin, National Director of Habitat's ReStore Services division. "Having affordable transportation options makes it viable for us to accept many product donations which we would otherwise have to decline.

"This not only supports our primary mission, but also helps divert tons of surplus building materials from landfills, an important indirect outcome of our program."

To get to the heart (get it?) of the matter, *Today's Trucking* posed the following four questions to Dalmazzi:

Today's Trucking: "Why would anybody give away their services?"

Dalmazzi: "By donating or discounting capacity, truckers get to make a contribution to their community, they get improved asset efficiency, and they get recognition that Trucks For Change Network will achieve and promote on their behalf and on behalf of our industry."

TT: "Can a trucker write off the diesel or driver costs associated with charity?"

D: "No. Not yet. At the moment, according to Revenue Canada, you can't write off a service or a tank of fuel. Hopefully that will change. As it is, truckers do it out of the goodness of their hearts."

TT: Does it cost?

D: "The \$180 annual carrier membership fee helps offset our software and operating costs. We also have corporate sponsorship packages available to allow industry suppliers to get involved"

TT: Where do we click?

D: "www.trucksforchange.org" ▲