

The Driving Time

February 2011 Edition

www.thedrivingtime.com

*****AUTO**MIXED ADC 836
DT: *****55 P3
MARISA
OR CURRENT POSTAL CUSTOMER
RCI TECHNOLOGIES, INC.
482 BORRECO CT UNIT D
SAN DIMAS CA 91773-2939

PRSRIT STD
US POSTAGE
PAID
PEORIA IL
PERMIT 235



Montgomery Gentry and Lonestar Set To Appear at 2011 Mid-America Trucking Show

Page 14

Mack CEO Goes 'Undercover'
Page 6



In This Issue:



Dale Earnhardt Jr. Insists He's Happy...

Page 10

Buyer's Guide Page 32

Sweepstakes Page 38

...Continued from page 27

"We are very pleased to be working with the CCA to bring these vital services to the professional driver community," says Brett Blowers, HTAA spokesman. "CCA clinics are located in retail locations like major pharmacies and large supermarkets, which are much more accessible and affordable for drivers than traditional doctors' offices or emergency rooms.

The CCA has made a commitment to the HTAA and to our nation's drivers to help their member clinics become very 'trucker-friendly' by providing ample truck parking and a number of new services designed especially for professional drivers and their families."

The official launch of the HTAA/CCA driver medical care initiative will be announced March 1-3, 2011 at the HTAA - Healthy Trucking Summit. This meeting will have the leading HR Managers and Safety Directors from the largest trucking fleets in the country. Health Promotion Solutions will be the organization coordinating the activities at CCA locations and the professional registry based on the Federal Motor Carrier Safety Administration (FMCSA) clinical guidelines.

Blowers pointed out that many CCA locations have already begun performing driver-specific services such as DOT exams and other services that appeal to drivers like flu shots, smoking cessation programs, and a number of health and wellness screenings. This initiative is undertaken as part of the HTAA's ongoing efforts to improve the health of our nation's over-the-road professionals and build a healthy trucking industry.

Custom Rigs Pride & Polish Announces National Championship Series

First nationally recognized truck beauty championship will culminate at the Great American Trucking Show.

Top truck beauty show winners from across the country will meet in Dallas this August to compete for the ultimate prize: the Custom Rigs Pride & Polish National Championship.

Best of Show winners from all five Pride & Polish events will be invited to attend the first-ever nationally recognized National Championship at the Dallas Convention Center, Aug. 25-27, 2011, during the Great American Trucking Show. The road to the National Championship began October 8-9, 2010, at the Charlotte Diesel Super Show Pride & Polish, and continued with the Truckin' For Kids event in Irwindale, Calif., October 24, 2010.

Future shows leading up to the National Championship include the 75 Chrome Shop Show in Wildwood, Fla., April 8-10, 2011, and the Great West Truck Show, June 9-11, 2011, in Las Vegas.

"All of our Pride & Polish events are strategically located throughout the country," says Alan K. Sims, vice president/executive director of the Randall-Reilly Events Group, which produces the Pride & Polish events and the Great American Trucking Show. "Once the news is out about this format, we believe we'll have more competitors than ever before and we'll truly have all of the finest trucks in the country competing."

All Best of Show winners that come to Dallas to compete for the National Championship will receive a travel allowance and hotel accommodations during the show. In addition to the regular Pride & Polish contest, which is staged within the Dallas Convention Center at the Great American Trucking Show, Best of Show winners from the four preliminary events will enjoy a specially staged area to showcase their trucks. National Championship winners from each Best of Show category will receive top-of-the-line trophies and additional cash prizes of \$1,500, \$1,000 and \$500 for first, second and third places.

"We're thrilled to offer this opportunity where the trucks and the owners can be recognized nationally for having not just the finest truck at a single show, but the finest truck in the country," Sims says.

For information about competing in or sponsoring the Custom Rigs Pride & Polish National Championship series, contact Alan Sims at (205) 248-1339, asims@rrpub.com or check out www.prideandpolish.com.

Phillips Industries Promotes Hopkey to Global Business Development Manager

Phillips Industries has promoted Travis Hopkey to the new position of Global Business Development Manager. Hopkey, who has been with Phillips Industries since 2002, most recently held the position of National Accounts Manager for the company and has also served Phillips as Manager and then Director of Marketing. The new position that Hopkey will fill is part of a growing global organization within Phillips established to better serve the worldwide market for Phillips' products.

Hopkey has been working in the commercial vehicle industry since 1992. "Travis brought an excellent

background with him when he joined Phillips and through his years here has gained the respect of all, constantly looking for ways for us to improve how we take our products to market," remarked Rob Phillips, VP of Global Operations. "He's an excellent choice to lead our new global business development initiative."

Hopkey holds a BS in Business Administration, with an emphasis in marketing, from Sonoma State University.

Green Clean Institute Awards Certification

California-based manufacturer RCI Technologies' fuel purifiers have been recertified by the Green Clean Institute, an independent third-party organization that reviews, researches and certifies various industrial services for their green credibility.

The Green Clean Institute researched the claims and properties of RCI's purifiers, conducted a green audit, surveyed customers and reviewed numerous test results before granting the Green Clean certification.

This certification confirms the purifiers' environmental benefits, something that appeals to RCI's more eco-conscious customers.

"Every day, more and more companies are becoming aware of the importance of being green," RCI President Robert Randle said. "Nowadays we're seeing green vehicles, green equipment and even green buildings. RCI products have always been green by design, even before the term 'green' caught on. RCI is a forerunner in this practice, and we apply green technology in all our products."

RCI's fuel purifiers first received Green Clean Institute certification in 2008.

For more information on RCI's fuel purification products, visit the Web site at www.rcitechnologies.com or call (800) 868-2088.

Kenworth Offers \$1,500 Rebate To OOIDA Members on Qualifying New Sleeper Truck Purchases in 2011

Kenworth Truck Company announced that it will extend a successful rebate program with the Owner-Operator Independent Drivers Association (OOIDA) through 2011.

Originally introduced nine years ago, the program offers a \$1,500 rebate to OOIDA members on qualifying purchases of new Kenworth sleeper trucks.

Kenworth trucks eligible include the Kenworth T660, T800 and W900 with 72-inch AeroCab(R) or 86-inch