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Today's Trucking

The Business Magazine of Canada's Trucking Industry

20 *UNDER* 40

Meet the men and women who will lead the industry into the next century

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INTRODUCTION BY TEONA BAETU

THE FIRST THING I LEARNED ABOUT TRUCKING WHEN I BEGAN contributing to this magazine two years ago, was that the industry is home to some of the most interesting, diverse, hardworking and genuine people I have ever met. Also, trucking veterans love teaching. From the very first time I lunched at the Fifth Wheel in Milton, ON, in June, 2011, until now, I've never lacked for seasoned truckers willing to share wisdom about what works and what does not work; what needs fixing and what, as they say, ain't broke.

For the past few months, *Today's Trucking* has been searching the country for 20 people (an arbitrary but manageable number) who exemplify the future of the industry. We consulted colleagues, associations and friends. We wanted to feature young leaders who've learned from their elders and gained the respect of associates and competitors. We think when you meet this group, you'll agree with our selections. (And we plan to do it again next year, so let us know if you know anybody who warrants a place on the next team.)

Our 20 all started off on different roads, some in B.C., some in Quebec, but there are characteristics they share: They're bright, ambitious and passionate about trucking. Every one has learned from the very best and in return, they're taking on grand initiatives to keep trucking moving forward. Keeping in mind those who paved the way, these leaders are catalysts for positive change, striving to keep the legacy alive and to engage more youth to become involved.

If nothing else, their stories are bound to make you proud. But also, you should be confident that the industry you've built is being transferred to very capable hands indeed.

HERE'S TO TRUCKING 2.0.

